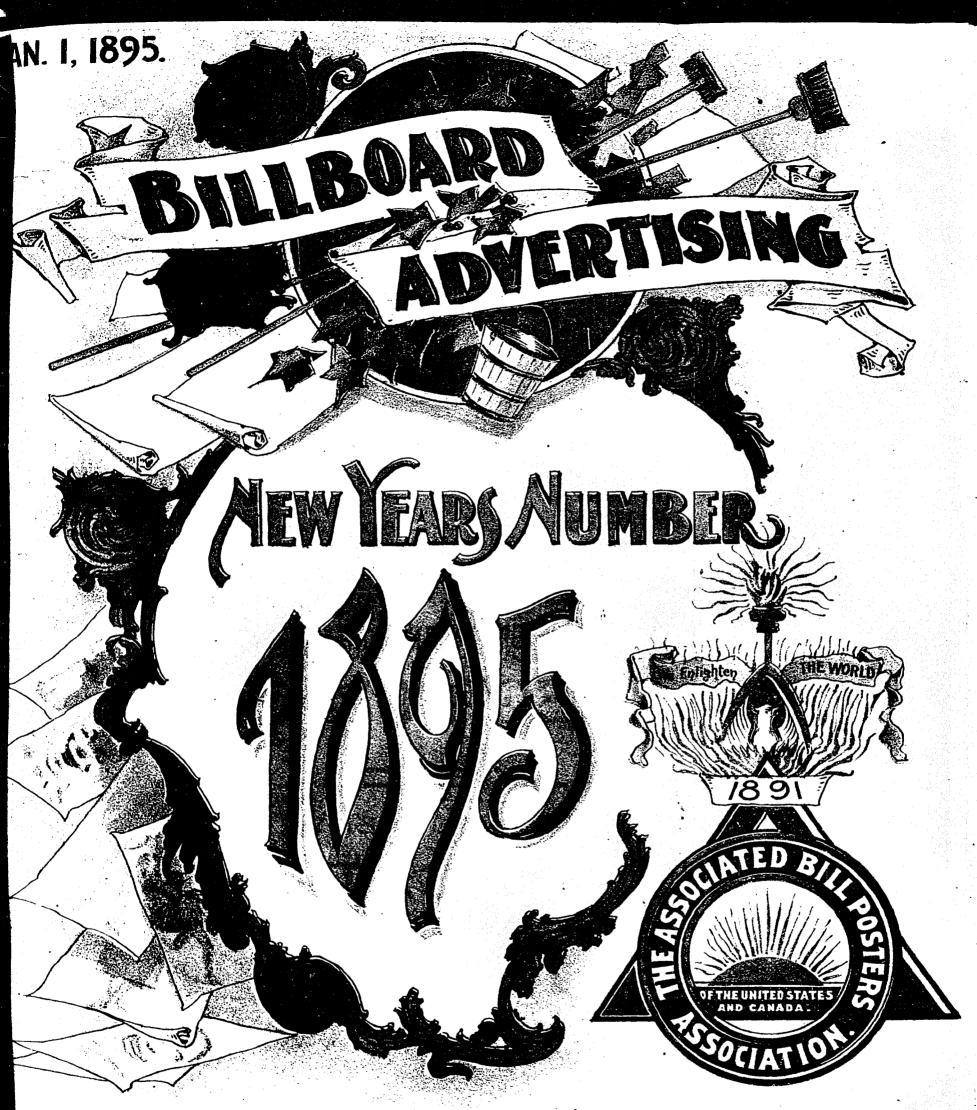
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DEVOTED TO THE INTEREST OF ADVERTISERS, POSTER PRINTERS BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

# Take Some of Your Own Medicine! **Bill Yourself on Your Own Boards.**

We have designed a One-Sheet, especially for Bill Posters' use. It is printed in red and black on white paper, containing a large comic face, with the word. "SAY!" in the mouth, followed by the words:

## "IF YOU READ THIS POSTER, **OTHERS WOULD READ YOURS."**

With space for name and business.

25 F	POSTERS, - \$1 75	150	POSTERS, - \$5.50	300 P	OSTERS. \$9.00
50	" - 2.75	200	" - 6.75	500	" 13.00
100	" 4.25	250	- " - 800	1000	. 22.00
		•			22.00

These prices are "CASH WITH ORDER" prices and as cheap as good, tasty work can be made anywhere on earth. Try this scheme It works well.

## SEND YOUR ORDER AND CHECK TO

HENNEGAN & CO. CINCINNATI O.

SEND FOR SAMPLE

## A NEW DISCOVERY !

A SCIENTIFIC CATARRH!

# Perfection Catarrh Cure,

**RELIEVES INSTANTLY!** CURES RAPIDLY

PRICE, 50 CENTS by mail postpaid. SEND 5 CENT STAMP FOR SAMPLE.

## PERFEGTION @ GATARRH @ GURE • GOMPANY

P. O. BOX 21, CINCINNATI, OHIO.



1 - 211111

Classified Advertisements. Two line displayed advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c, for four insertions, \$1 00 for six insertions. Larger carrds, 10c. pet ...gate line,

BILL POSTERS' DIRECTORY.

Troy, N. Y., Dundon & Co., Bill Posters and Distributors, 114 4th St.

Horral Bros., Washington, Ind. **Bill Posters and Distributer** 

A Freak in Texas! Reliable Bill Poster at Honey Grove. Owns 7500 fee boards. Can give guaranteed showings Pop. 3500. See BURNITT, the Bill Poster

Western Bill Posting Co., Salt Lake City, Utah. Bill Posters and Bill Writers

The Curran Bill Posting and Distributing Co., own and control all bill boards in Denver, Pueblo, Colorado Springs and surrounding towns. Gen'l Office, Denver

Will Crockett, The Bill Poster and

Hugh Vance, City Bill Poster and

John A. Lakin, City Bill Poster, N.Y. Reliable

Evansville, Ind., has population of

The Oshkosh Bill Posting Co., City Bill Posters and Distributers. Reliable and definite service. Population 30.000 J. E. WILLIAMS, hgr., Ushkosh, Wis.

Chatham Bill Posting Agency, Bill Posting and General Advertising. Agents in all adjoining towns. W. W. SUANE, Mgr., Chatham, Ont,

The Summit City Bill Posters, Souder & Smith, Ft. Wayne, Ind. Manzging The Temple Bill Posting & Distributing Co.

Harry W. Curtin, City Bill Poster,

The Elgin Bill Posting, Advertising and Distributing Company. Ergin, Iils. All work guaranteed. Population 23,000 Unly licensed roster in city. d roster in city. FRED W. JENCKS, Prop'r

Caldwell, Kas., S. Harvey Horner, Own & control all boards also Opera House

Billboard Advertising is a Journal for advertisers. Good thing-push it along

#### POSTER AND BILL WRITERS.

I Write Bills and Posters. oc-95. ROBT. CARKELL, Dayton, Ky. Sam. M. Dawson, Galt House, Cin-cinnati, O. Prepares Descriptive Posters of all kinds. oc.85

A Badly Written Bill is Worse than no bill at all. Try me, Terms reasonable ap-95. C.F. MCHENRY, Newport, Ky.

C. H. Hesing, 248 Race, Cincinnati, Writes bills and makes designs. ja-50

Pointers For Bill Writers. BILLBOARD ADVERTISING is full of them. Subscribe now.

ADVERTISING AGENTS.

Sam M. Dawson, Heuck's Opera House, Cincinnati, O

G. H. Hartford, Fountain Square Theatre, Cincinnati, O

CIRCULAR DISTRIBUTERS.

All Kinds of Advertising Matter distributed. Reliable, prompt. Reference Population 350,000. Address, W. H. Steinbrenner, 313 Vine, Cincinnati

J. H. Lane & Co., Evansville, Ind. Distributers, Advertise!

In BILLBOARD ADVERTISING. We reach all the large advertisers. Strictly legiti-mate advertisers only wanted.

For Information on Washington

CEDAR SHINGLES

MONTAGUE & McHUGH, Fairhaven, Wash. When you write, mention Billboard Advertising,



IN THE CITY.

City Bill Poster,

Bill Posting and Distributing,

OSHKOSH. WIS.

Member of Wisconsin State Bill Posters' Ass'n

Jno. E. Williams.

: Sample Distributing, : : Country Work; Etc. : When you write mention Rilbard to the state of the state of

:: Window Work, :: {

:: :Card Tacking, ::

Sample Distributing.

When you write, mention Billboard Advertis

Billboard Advertising

No Trouble to estimate on any class of Work, Large or Small.

The Show Printing House

Two line displayed advellerments under this heading, 25c for one insertion, 60c for three insertions, 75c for four insertion., \$1.00 for six insertions, Larger cards, 10c. per agate line. • AMERICAN FAIR BULLETIN. Trenton, N. J. The Great Inter-State Fair. Jno. Guild Muirheid, Sec'y. Ionia, Mich. Ionia District Fair Association. M. M. CURRIER, Treas. A Line in Billboard Advertising will keep your name before the large advertisers in the country. Groesbeck, Tex. Limestone County Fair and S R.'s Assn. Dr. S. D. Bugg, Secy Fair Bills and Posters. The DUNALDSON LITHO CO., Cincinnat Billboard Advertising, for Fairs. Advertise in it. Subscribe for it. Shedman Bros.' Kuno-Drome. A Great Attraction. Address SHEDMAN BROS., Elizabeth, N. C. Billboard Advertising is going to prove a great boon to Secretaries of Fairs. Newspaper Cuts for Fairs. Write to HELLEBERG PHOTO-GRAVING CO., 243 Sycamore Street, Cincinnati, O. The Homless Boys' Friend A monthly Paper published for the ben-efi of the Homeless Boys of Cincinnati 50c. per year. Address THE HOMELESS BOYS' FRIEND, 184 Sycamore Street, Cincinnati. When you write, mention Billboard Advertising. ELEGTROTYPING! Special Attention Given to Fine WOOD-CUT and BOOK WORK WINKELMAN & BURBANK. 16 to 20 East Ninth Street, CINCINNATI, O When you write, mention Billboard Advertising. HENRY C, WILMOT, **City Bill Poster** AND DISTRIBUTER. Work done Promptly and Satisfactory 33 N Main St. ANN ARBOR, MICH. When you write, mention Billboard Advertising. WILL BUY BILL POSTING. Whole or part, large or small city. AL DRESS E. T. Heverin, Louisville, Ky. When you write, mention Billboard Advertising.

A MONTHLY - MAGAZINE

Published by CHAS. H. HESING, 248 Ra

SUBSCRIPTION SO Cents a Year.

Advertising Bates \$1.00 per Square of 12 Agate lines When you write, martion Billboard Advertising.

TO SECURE EMPLOYMENT BUSINESS

PEOPLE ....

ADVERTISERS

**Classified Advertisements** 

AN ENTERTAINING LETTER FROM Mr. PETER SELLS

The Sells Bros. Circus' Bill Posters and that Australian Bill Posting Incident.

COLUMBUS, O, Dec, 15, 1894. Editor BILLBOARD ADVERTISING

Cincinnati O. Dear Sir-I received a copy of your "Somebody's dead," said his wife. In the Queen's Dominion is looking for a paper to-day, No. 2, Vol. 1, and I want to The above clipping from the New York little easy money, Manager Jencks would congratulate you upon its typography as from answering the bell. Dramatic Mirror is about as ridiculous like to arrange a match for any sum of "Please sir, there's two gents down well as interesting matter Such papers an effusion as has appeared in a long money up to five hundred dollars. Man are calculated to do much good. The time In reality the Mirror has seldom and money ready at auy time busipess of billposting, like all other let an opportunity pass wherein there legitimate calling, has made marked morning." was a chance of giving 1 illposters a slap "Important business, they says, sir." progress during the last few years. It ANOTHER RECORD. or a dig, for instance in its issue of has fallen into better hands and correct "Well, I should think it would be-November 17th it published the follow-James S. Claxton, of Mt. Morris, N. Y., business methods characterize it now ing editorial recently covered a forty-four sheet board that were wholly absent, except with few I'll have to go down and see I suppose." The crusade against billboards, noted (all single sheets) with eight half sheet as spontaneous in several cities, has broken out also in Chicago. As a matter of fact, the billboard is a relic of cruder theatrical times, and it is in many renotable exceptions twenty four years dates added in 26 minutes. The feat was ago, when we first had occasion to come carefully timed and accomplished in the awaited him in the hall. in gontact in a business way with billpresence of reputable witnesses. posting. The result of this evolution is spects an annoyance to theater managers as wells as sometime a public eyesore. increased confidence of advertisers in billposters, and consequent increased THE NEW BILL POSTER. you a proposition for billboards around Since, when nearly every number has business. Years ago large advertisers The fin de siecle bill poster has kept contained articles of a similar nature, hesitated to entrust their valuable printand we clip the following also, an editopace with the times. He is an expert in ed matter to the average billposter, but the science of advertising. He can talk rial from the very same number in now the largest advertisers are the best every night of the season " entertainingly and well with you regardwhich the article first mentioned herepatrons of billboard advertising. Your ing the respective merits and comparawith appears. newspaper, by the publication of intertive value of various mediums. He is company would like to make you a prop Chicago, long noted for the spectacuesting items relating to billboard adverlar is digesting an ordinance that will limit and make unobtrusive the billnot only well up in everything appertainosition for the use of the walls that may tiging, and of interest to billposters, will ing to his own calling, but is well versed remain standing after the fire " board A modest yet effective billboard ought to be the height of every billpost-er's ambition, as it would be the delight be the means of dissipating the bad "Fire! Fire! What are you talking in the art of show print ng. He knows features and promoting the good ones of the quality of paper. its worth, and in about?" The old man was completely s very important calling. The billpostof passing eyes; and perhaps Chicago will be the first city to furnish it. fact, can estimate on poster printing as non-plussed. ars associations are elminating every intelligently as the printer himself. "Why, your place caught fire about two objectionable feature and are calculated Billposters and show printers, especialhours ago," said the first 'gent'----He no longer waits for work to come ly those of the latter, who patronize the to improve the personal as well as the to him, not he, you will find him hustling advertising columns of the Mirror methods of billposting. The most intithe second "gent." for it morning, noon and night, soliciting should resent the attitude of this journal mate relations should exist between the in person. by letter, advertising on his "Of course you'll give me the refusal toward the billboards. advertiser and billposter, and your valuown boards, those of his neighbors in adable paper will do much toward bringing jacent towns, and in his journal, BILL-Carter Cou'ourier, for many years genabout this desired result. On page 9, BOARD ADVERTISING. fourth column, I notice a clipping from eral agent of the Buffalo Bill Wild West Dispatch. "The Billposter, of London, England," Show, is now interested in the boards of CORRESPONDENTS Brooklyn N. Y, and it is said has little in which claim is made that a Mr. Tur-Will kindly remember that hereafter ner, at Sydney, Australia had posted inclination to resume his former posiour forms will close promptly at 5 PM. Montana, Bill Posting Co., writes us as tion bills on a gable so high that our billposton the twenty eighth of the month. follows ers were afraid to undertake it. Don't you This is imperative in order for us to get "At last! No business is properly es-Col Burr Robbins, of the American believe it. We took out eight as fine on the stands by the first of the month Advertising and Billposting Company, tablished in a country without its official billposters as ever handled a brush, and following. of Chicago, was summoned before the organ, let BILLBOARD ADVERTISING get they attracted as much attention by their a foothold from Maine to California, and Judiciary Committee in the late unexpert work, as a whole circus parade bill posting will prosper and be one of BOOMING SOON. pleasantness in the Windy City. He eviwould here in America. Not only were the leading advertising branches." dently talked right to the point as the Business with the billposters will soon the average citizens astonished at the open up. Merchants and manufacturers authorities are now engaged in backing rapid manner in which our billposters W. W. Scane, proprietor of the Chatdown as gracefully as they can under the are tired of waiting for better times, and posted nine, twelve, twenty-four, fortyham Bill Posting Agency, is working with circumstances. give evidence of an early onslaught on eight and sixty four sheet lithographed the boards, with a view of making busiposters but the resident billposters the front ranks. His efforts will un-The Chapman Boys, of Cincinnati, ness. They will succeed too. stood paralyzed with wonder, and loudly doubtedly be rewarded by a largely inproclaimed their admiration for the are among the most enterprising memcreased business in the spring. bers of the craft in America. Their "bloody yankee billposters," who usually Every well organized billposting estabrentals are enormous, but for all that hang more paper in one day than they lishment should keep on hand a good J. E. McCarthy, Kalamazoo, Mich .-their annual dividends are of most had ever supposed could be dore in a assortment of streamer letters, borders Your paper is a 'corker' for an infant, ample and gratifying proportions. month. Our men who had repeatedly and blarks The investment involved and I feel sure you will be a big, healthy posted four, six and as many as ten in these useful adjuncts of the craft is Adonis soon. It is just what we billpost-H. H. Tyner would like to see BILLdeckers here, were certainly not afraid insignificant, and scarcely a day passes ers want. Something to keep us in to tackle the highest buildings in the but what they can be utilized to advant-BOARD ADVERTISING made the organ of touch with one another. Here's wishing all the State Associations, and especially Antepodes. Permit me to again conage. you all the success in the world." gratulate you and extending best wishes of the Ohio State Billposters Association. for your success. Yours truly, Can anything less artistic, more mean-Coming from the President of the Ohio G. N. Shepard owns the boards at PETER SELLS. ingless and absured be conceived than organization this expression has more Ventura, California. than ordinary weight and signifiance. the socalled "new" style of posters-

Harry White is managing O. M. Tichenor's Boards at Princeton, Ind.

H. C. Wilmot is waxing wealthy with the boards at Ann Arbor, Mich.

James J. Baird, of Lansing, Mich, besides controlling the boards of this city, also manages Baird's Opera House.

It's Bur!. B. Chapman now. Kindly remember that "Bum" and "Bummer" have been discarded.

## Billboard Advertising.

#### NOW THEN, BRO. CULHANE. The bill poster in Hamilton, Ontario,

is not in it for a minute. Fred W. Jencks, manager of the Elgin.

Ills., Bill Posting Co., has in his employ D. L. Tucker, whose height is five feet, seven inches, weighs 150 pounds, who has posted a twenty four sheet stand in twelve minutes. If the gentleman from

Presumably adapted from the crude efforts of French zincographers, it has found temporary favor in the estima ion of a few jaded and novelty seeking advertisers, mostly journals. It is hoped that this "style" will die aborning. It is utterly uncouth and whole devoid of artistic merit.

Thos. Mulvihill, than whom there is no more popular member of the craft in America, now owns the boards in Omaha, South Omaha and Council Bluffs, Iowa.

#### VERY VERY FUNNY.

The Peoria Billposters' Union enjoyed a banquet at their rooms on Thanksgiv-ing night. Among the professionals present were the members of the Lost in New York" company. Manager Barhydt responded to a toast, and the opera house orchestra furnished the sponded to the toast, "The Billposters' Friend, the *Mirror*."

R. C. Campbe'l, Ed. A. Stahlbrodt and Ballard Carroll, are agitating the necessity of affording BILLBOARD AD-**VERTISING** official recognition as the orgau of the Associated Billposters Assotion of the United States and Canada.

Walter Droup, of Columbus. Ind., besides owning all boards in Columbus also controls sites in Orinoco, North Side, Maple Grove, East Columbus and West Courr bus.

#### **BUSINESS COMPETITION.**

Billboard competition runs pretty high nowadays in New York. An owner of some down town property was awakened by the loud ringing of the door bell recently in Harlem.

"What on earth is that?" he exclaimed. 'Is the house on fire?"

the meantime a servant was returning

stairs as wishes to see you," said the girl. "See me. Why its three o'clock in the

waking a man up at this time o' night.

He quickly threw on some clothing and went down stairs Two "gents"

"I beg your pardon sir, for knocking you up at this hour, but I want to make the corner of your place on Blank street while you are rebuilding. Name your

figures including two theatre tickets "And sir." began the other 'gent.' "my

"And is gutted by this time." added

for billboards - remember the two theater tickets," yelled the first gent as the old man bolted for the stairs .- Pittsburg

J. M. Alexander, manager of the Helena

might and main to place his Agency in

John B. Ledou, of Aspen, Col., reports business as being very dull in that part of the country.

W. Melcher, of Mt. Pleasant, Iowa, is always on the lookout for everything that tends to increase his business. He has quite a local patronage.

Joseph Barratt of Carthage, Mo., says BILLBOARD ADVERTISING is a spicy journal, and wishes us great success



### PUBLISHED EVERY MONTH BY BILLBOÁRD ADVERTISING CO. No. 11 W. EIGHTH ST., CINCINNATI, O.

## JAMES H. HENNEGAN, MANAGER.

## 

RUNNING ADVERTISEMENTS.

(Repeated or continued insertions.) Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisement 25 cents a line subject to the regular discunt on sin-gle insertions and the following additional discounts, viz: unts, viz:

10 per cent. off for three insertions. 15 per cent. off for four insertions. 20 per cent. off for six insertions. 25 per cent. off for twelve insertions.

**BRADING NOTICES.**—With **ser** or  $*_{\pi}$ , 50 cents per line brevier measurement, (which equals about eight words to the line) subject to the same discounts that obtain for single and continued advertisements.

Address all comunications, for either the editorial or business departments, to

No. 11 West Eighth Street.

25 cents an agate line with the following discounts, viz: 10 per cent off on advertisements amount-ing to over 20 lines and less than 80 lines. 20 per cent. off on advertisement amount-ing to over 80 lines and less than a quarter of a page. SPECIAL ADVERTISEMENTS .- See page 2.

Smaller advertisements 25 cents an agate SUBSURIPTION. One Year, in advance, 90 cents. Six Months, 50 cts. Single Copies, 10 cts

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Adver-ising Newspaper Agency, Trafalgar Buildings, North-imberland Ave., W. C. In Paris, at Brentano's, 7 Avenue del Opera. The Trade supplied by all Venes Companies Remittances should be added. Neres Companies Remittances should be made by cheque, post office or Express morey order, or registered letter. The Editor cannot undertaks to return unsolicited

to the same discounts that obtain for single and continued advertisements. SPACE Cortracts.—Special rates on con-tracts of 1,000 agate lines and upwards may be had on application. Changes in matter

BILLBOARD ADVERTISING CO.

## Cincinnati, Ohio.

THE joint convention of the Associated Bill Posters Association and the Protective League of American Showmen. which takes place at Cincinnati, commencing January 8th, next is fraught with unusual importance both to the bill posters and the circus men. Many problems which have been a source of contention and constant friction will be brought up for discussion, differences of long standing will be adjusted, acquaintance renewed, and a good time generally will be had by everyone in attendance. All indications now point toward an entirely successful outcome to the movement, which if it is realized will not only redound greatly to the mutual advantage of the organizations immediately concerned, but will also prove another argument in favor of trade associations

\*\* \*

THERE has been-some talk of making this journal the official organ of the A. B. P. A. and the matter we believe is now being agitated, with a view of bringing it before the members at the convention Pending final action upon the matter we would state that if BILLBOARD ADVER-TISING is honored in the manner mentioned it will prove a zealous advocate of the interests and aims of the national organization, and will cheerfully assume the obligations implied. It so happens, this paper is in hearty accord with the cause of trade associations in general and with the Associated Bill Posters Association in particular, consequently the work would be entirely congenial.

#### \*\*\*

In this connection we cannot refrain from reference to Ed. A. Stahlbrodt of Rochester, N. Y., than whom there is no more tireless worker and persistent advocate of the interests of the A. B P. A. in America. The Association and in fact bill posters in general, owe Mr. Stahlbrodt a great debt of gratitude by reason of his strenuous efforts in their behalf. At great

personal sacrifice in time and money, he has brought forward and pushed through to a successful issue, many plans and measures which have resulted in great good and lasting benefit to his fellow craftsmen.

Reference is had to his latest plan in another column. It is almost needless to state that like all his former undertakings it is entirely worthy of the support and endorsement of all legitimate bill posting concerns

#### \*.\*

IT may be argued that the owners of boards in the minor towns, while in every way fully as legitimate as their brothers in the cities will find it difficult to meet the requirements and provisions of Mr Stahlbrodt's plan. The argument is not a good one however, for the reason that no bill poster in good standing in his town will experience any such difficulty, and until he has attained such standing he is not desirable.

The scheme merits the grave consideration of all members of the craft. Nothing that has ever been proposed heretofore has resulted in a tithe the benefit which is likely to ensue from the successful operation of this plan.

In the meantime BILLBOARD ADVER-TISING passes with this issue into its second volume. An event which we are happily able to signalize with an exceptionally fine number for a young journal Its growth has been remarkable both in point of circulation and advertising patronage. No more fitting testimonial to the business enterprise and business acumen of American bill posters and poster printers is required than the manner in which they have taken hold of this paper and pushed it forward to success. Its growth too, has been entirely legitimate for although it has been enlarged with every issue, the enlargement has in each and every instance been rendence and advertisements. It is well measures whatever, are going to adjust liked and we shall spare neither labor nor expense to preserve the favor with which it has been received and augment its usefulness in the unique field it cov-ATS

OVER nineteen hundred copies of this number will be mailed to bill posters, poster printers and prominent advertisers in England, Ireland, Scotland, South Africa and Australia. Although the New Year will be well advanced in age before many of the complimentary copies reach their various destinations we still desire to extend to the compliments of the season to the recipients and to wish them on behalf of the bill posters and poster printers of America-A Happy and Prosperous New Year.

To our friends and subscribers we are glad to state that there is every prospect that times will improve with the advent of 1895.

On all hands indications of a revival of business are already apparent and it is to be hoped that the industrial depression will have entirely disappeared by spring. To this cheerful prediction we append a New Year's Greeting to every one interested in the billboards and in BILLBOARD ADVERTISING.

#### THE REASON WHY.

We have been asked why we include Fair News in our columns. The query is no doubt pertinent and our reasons therefore will likely prove of interest. Our reasons are fourfold. In the first place we were actuated by the fact that Fairs, and we use the word in its broad sense. which includes expositions, food shows and industrial and agricultural exhibits of all kinds are in themselves advertising mediums of more than passing importance. Secondly by reason of their dependance on, and intimate relations with the billboards, for the same reason that we would have included theatres and circuses were they not so well represented by journals already in the field. In the third place because a medium of exchange and communication is badly needed by secretaries of tairs, and finally because many advertisers and bill posters are interested in fairs.

We believe also that the scope of our paper is broadened and its columns rendered correspondingly more interesting by reason of the double feature. Certain it is that BILLBOARD ADVERTISING has been elevated thereby to a position higher than that usually occupied by the average trade journal.

#### Our Circulation

The edition of this number of BILL-BOARD ADVERTISING is ten thousand copies guaranteed and proved, and it goes all over the English Speaking World

#### A PROTEST.

A correspondent writes as follows: I notice in the last issue of "Printers' Ink" a paragraph credited to you in which you advocate a more carefully adjusted scale of price ascribing as a reason therefor, the fact that space on a thoroughfare is more valuable and will result in more returns than the third or fourth board up an alley. While cheerfully granting the truth of your premises I am totally unable to discern how any scale or scheme dered necessary by increased correspon- of prices or for the matter of that any United States.

the matter. As well might the publisher of a newspaper attempt to base his advertising rates upon the individual character of each of his subscribers, as for the billposter to base his charges on the location of his boards. The present system of so much per sheet that is a uniform rate per sheet per week, may have to be supplemented by an additional charge for special locations owing to the fact that rentals for billboard purposes are mounting higher and higher every year. I fail to see how any other scale is either practicable or possible.

Apropos of the convention of the Protective League of American Showmen, the New York Clipper has this to say:

"The Protective League of American Showmen will doubtless succeed in elim-inating the evils of the suit in attachment, or at least largely curtailing the operation of this unjust and unfair legal process. Negotiations now pending with the American Surety Co., of New York, provided they are brought to a successful ssue, will enable any show in the league to furnish bond at a moment's notice in any part of the country and thus will the odious "shake down" become a thing of the past. The bond company will have a representative at the convention January 8th, next, and the operation of the scheme will be fully outlined, discussed, and, mayhap, adopted. The second con vention will be very largely attended. Nearly every member will be on hand, and it is confidently expected that nearly two hundred showmen, agents and managers will be represented. The mem-bership of the league is increasing with great rapidity as the date of the conven-tion draws near. It now numbers two hundred and eighteen, with a prospect of reaching two hundred and fifty before anuary 8th. The members resident in Cincinnati, and there is quite a goodly number of them, are looking forward to the coming of their friends with lively anticipation. No effort will be spared by them to make the week a pleasant one. If the Associated Bill Posters' Association convenes simultaneously and things point strongly to their so doing, what of the clans there will be! Cincinnati will be fairly inundated with good fellows-

#### OUR CHRISTMAS PRESENT.

The following letter received by BILL-BOARD ADVERTISING December 24th, 1894 would be considered rather a handsome present by almost any young jour-

Office of THE DONALDSON LITHO, CO. Cincinnati, O.

#### TAS H. HENNEGAN. Mgr BILLBOARD ADVERTISING

Cincinnati O DEAR SIR:

We hand you herewith our check for \$100 00. for which kindly mail BILL. BOARD ADVERTISING to each of the 250 addresses which we enclose We want to interest these prominent advertisers in posters and we know of no better means to employ than your valuable Journal. We will take one-half the third page of your New Year's number, and you may also insert our standing advertisement for the ensuing twelve months of 1895

Yours truly, THE DONALDSON LITHO CO. WM. M. DONALDSON. Pres.

The two hundred and fifty addresses referred to in the letter embrace nearly all of the larger advertisers in the United States and Canada. All of the most prominent manufacturers of proprietary remedies, tobaccos, cigarettes, cigars, soaps, stoves, etc., are included, a fact by the way, which greatly enhances the value our columns as advertising media for bill posters and poster printers. This handsome holiday remembrance is char-acteristic of the well known donors, who by the way. enjoy the distinction of being the best advertised printing office in the

# OMAHA, NEB.

THE POWER OF POSTERS.

The power of posters as compared with other advertising mediums, lies chiefly in their repeated attack and persistent repetition. As an illustration, compare newspapers and posters. We will infer that you desire to appeal to men. Everyone knows how a business man reads the paper in the morning. A hurried scanning of the head-lines, perchance also a hasty glance through one or two of the most interesting articles and then a dash for the office. In order to have caught his eye at all you must needs have made outlay in the matter of space of no mean proportions, which, if you have been thorough and embraced all of the different papers, you may rest assured is a sum sufficiently large to bill the town thoroughly thrice over, and you have arrested his attention once! Many have not seen the announcement at all, but we will hope that you have made a sensational effort, which could not escape even the busiest of men.

Now for the boards. One-third of the money needed for the newspapers will bill the town thoroughly, which means that you will catch this self-same man's eye from five to ten times before he reaches his office. On the street, on the bridge, on the cars, at almost every corner, on nearly every square; you have spoken to him, argued with him repeatedly and persistently; whether he will or no, he has read it often. Before he takes up his day's work you have made a thorough impression. But this is not all, for you follow up the attack throughout the entire day. You catch him on his way to bank, to lunch, in fact whenever he is on the street, you meet him squarely, here, there and everywhere. Can there be any question of the value

of posters? Can any sane person doubt their efficacy for a moment?

#### NOT ALWAYS.

It has been said, and very wisely too, Johnny Williams is well known for that many a successful man owes his his hustling abilities, he is called by his success in life to the advice of others, friends, "and they are legion", The Hustwhich he did not take, and by the same ler from Hay River. His motto is "anytoken, many an advertiser has acquired thing worth doing is worth doing well." wealth without the aid of expert advice. Such instances are so rare however that The Bryan Bill Posting Co., of Clevethey are always considered phenomenal. So rare in fact that where one succeeds land, O., have issued a very handsome blotter advertising their business. It is a thousand fail.

If the average retail merchant would make it a rule to invest a certain unvaring percentage of his profits annually in judicious advertising, he would be enabled to count on an increase and growth in his business with all the certainity and assurance of with which he looks forward to a change of the seasons.

Advertising is like electricity - a Leander Richardson's Dramatic News great motive power which is becoming is serving a most delectable menu of more valuable as its intrinsic merits are circus notes weekly. This column is discovered. and as the men learn how to edited by H. A. Covell, of 1193 Broadway use it to the best advantage.-Printers and it is fast bringing the Dramatic News Ink. into fine favor with circus folk.



#### AN EXTRAORDINARY FEAT.

Charles Holton, last season agent for Sells & Rentfrow's Shows enjoys the distinction of having posted, alone and unaided, six hundred and seventy eight sheets of paper on country route. The feat was achieved while he was in the employ of Sells Bros, during the summer of 1882, and the route lay out of Clarksville, Tenn., thirty-five miles long and was covered in just sixteen hours and forty-five minutes. Route was ridden and counted by Sam M. Dawson, now with Heuck's Opera House, Cincinnati, O. Is this the record, or has it ever been surpassed?

No advertising medium is better than the billboards; many are not as good.

A good play at a popular theatre is a drawing card, but it is a miserable failure if not properly advertised. So it is with reasonable priced goods of high quality in a retailer's store.-Printer's Ink

#### A Christmas Present.

Mr. E. C. Donnelly of Donnelly & Sons the well known bill posters of Boston, was agreeably surprised by his employees Christmas eve., who presented him with a beautiful Howard clock, valued at \$50

John A. Lakin, of Cooperstown, N. Y. one of the old time bill posters, is very enthusiastic over BILLBOARD ADVER-TISING. It tickled John to see his old friend Bally Carroll on the first page of our last issue.

#### JOHN E. WILLIAMS

Manager of the Oshkosh Bill Posting Co., has fenc. ed in the city of Oshkosh with new boards. This is the only bill posting com. pany in the city, and employs five bill posters.

printed in colors on translucent gelatine, the blotters being attached by means of eyelets at the corners.

The John Chapman Bill Posting Co. of Cincinnati. O., has also issued a very handsome blotter of rare artistic excel. lence. It bears the portrait of John Chapman, Sr., the founder of the busi-

#### Among Show Printers.

Samuel Booth, continues in favor as of old and is rapidly getting back his old customers, besides adding a fine lot of new ones.

W. J. Winterburn, President and General Manager of The Winterburn Show Printing Co., of Chicago, is in Cincinnati under the care of his physician. An affection of the bladder rendered a surgical operation necessary. Dr. J. C. Karr performed the operation December 20th.

The Empire Show Printing Co continues business at the old stand, being operated by the Equitable Trust Co.

John Rudolph, of the Courier Co. is here there and everywhere these times, getting the lion's share of the circus contracts as usual

The Morrison Show Printing Co., of Detroit, is doing some very clever work for John Morrisey's Lyceum Theatre Co.

The new circus work for the season of '95. which is now coming from the presses of The Donaldson Litho. Co., is of the usual high standard of artistic excellence maintained by this well-known office.

Lick, Artist Printer, of Fort Smith, Ark., who advertises his establishment as the only show printing house in the South, is respectfully informed herewith that "there are others " C. R. & H. H. Hatch, of Nashville, and Mauberret, of New Orleans, for instance.

The Central Lithographing Co. of New York City, are badly in need of a hustling solicitor and some judicious advertising.

George Paterson, under the style of Richardson & Foos, is loing well in spite of the general depression.

E. C. Neele, of the United States Print ing Co, of Cincinnati, O. is a great favorite among the circus men, and enjoys a very bountiful share of their patronage.

The Detroit Free Press Show Printing Company believes BILLBOARD ADVER-TISING is a good thing.

#### The Protective League of American Showmen and the Associated Bill Posters' Association.

At this writing it would seem that the proposed joint convention of the above institutions will be carried to a successful issue. Many advantages will accrue to both the showmen and the bill posters as a result of the deliberate and exhaustive discussion of vexing questions which is bound to ensue

The Protective League convention will be called to order by President Ephraim Sells promptly at 10 A. M., Tuesday, January 8th. President Campbell will likely have his meeting under way at a like early hour, and an effort will be made to bring the joint conference off at 2 P. M. the same day.

Bill posters everywhere ought to give the matter of attending the convention grave consideration. Even the State Associations are vitally interested in the outcome of the deliberations.

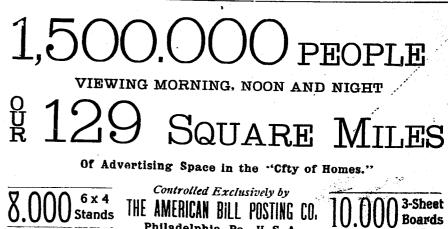
The New York Dramatic Mirror says t has no enemies but fools and knaves.

John Lowlow's paper, Music and Drama is doing all that can be expected of a new venture in journalism in times like these

M. B. Raymond is doing some exceptionally clever work as press agent of the Fountain Square Theatre, of Cincinnati

It is reported that the Gillen Lithograph Company has been awarded portion of the Barnum & Bailey work, Heretofor the Courier and Strobridge Companies have managed to devide it between them.

Manufacturers and large advertisers generally are almost unanimous in the belief that sign painting along the principal aoutes of travel is one of the best means of attracting public attention to any commodity of which every person or family may become a possible user. The difficulty thus far seems to have been largely a want of systematic service by which an advertiser could apportion, "check up" and trace results as definately and accurately as in his newspaper advertising -Business.



Philadelphia, Pa., U. S. A.

Send us 60c. And we will send BILLBOARD ADVERTISING to any six of your local merchants for three months. It will help your business. Try it.

8	Billboard Edvertising.			
All Billboards	THERE IS NO QUESTION ABOUT IT? The CURRAN Bill Posting & Distributing Co. DO POWERFUL PERMANENT ADVERTISING.	Ellis Greg, of P. Grand Rapids, is a st tiser, and seems to for his house.		
and Advertising Privileges.	Branch Offices, Alamo Hotel, Colorado Springs, Colo. 114 Santa Fe Ave, Pueblo, Colo. General Office, 17th and Larimer Sts., DENVER, COLO.	Geo Irish, who w years and later at cago, is now busin		
FOOD NEW YOOK	CITY Mr. Chalilies Human from here American Alles America	Shiller. George w		

#### FROM NEW YORK CITY.

NEW YORK, Dec. 22d, 1894.

MR. JAS. H. HENNEGAN. Manager, BILLBOARD ADVERTISING,

My Dear Sir:-Enclosed herewith beg to hand you our check for ninety cents, account of one year's subscription, in advance, for your journal, first copy of which, under date of Dec. 1st, was handed us by Mr. Edward Stahlbrodt, of Rochester, N. Y., to-day.

We wish you all success in your undertaking, and can see no reason why a journal devoted to the interests which yours represents should not be liberally patronized by the class of people whose interests it so ably and energetically advocates.

In reference to bill board display advertising in the Metropolis and Suburban Districts, it is a constant panorams of change, and of course a great many items of news come up daily. If it were not for pressure of business, we might be able to give you some interesting news, but would not like to undertake to promise this.

An important item of news which we have to offer to the fraternity at large is the undertaking on the part of Mr. Edward Stahlbrodt, of Rochester, N. Y, as Chairman of the Executive Committee of ur National Association, in keeping with plans perfected at a special meeting of the Association held in this city at the Marlborough Hotel, October 16th and 17th last. A resolution was at that time unanimously adopted, requiring the Chairman of the Executive Committee to prepare an agreement or contract, wherein the parties thereto, consisting of members of the Association, pledged themselves to faithfully perform all con-'tracts' for bill posting and distributing entrusted to them. and to adhere to the regular scale of prices as adopted by the Association at the Philadelphia meeting

This agreement 1s accompanied by a bond, with two real estate sureties, in the sum of \$1000 oo, and with \$200 oo penalty or forfeit for each violation, if proved.

Mr. Stahlbrodt started out some three or four weeks ago in the Western part of the country, and has succeeded in securing a signed agreement with bonds from the Association members in the following named cities:

Chicago, Ill., American Bill Posting Co.; Kansas City, Mo., M. Hudson; Denver, Col., Jas. A. Curran; Omaha, Neb., Thos Mulvihill; Minneapolis, Minn. M. Breslauer; St. Paul, Miun., L. N. Scott; Milwaukee, Wis., Cream City Bill P. sting Co; Grand Rapids, Minn., Geo. M. Leonard; Syracuse, N. Y.; Geo. Castner; Troy, N. Y., W. J. McAllister & Son Albany, N. Y., Aibany Bill Posting Co.; New York City, N. Y, A. Van Beuren & Co.; Newark, N. J., Newark Bill Posting Co.: Rochester, N. Y., Rochester Bill Posting Co.; Brooklyn, N. Y, American Bill Posting Co.; Jersey City, N. J., J. F. O'Mealia; Baltimore, Md., Rife & Houck -Washington, D. C., Lloyd Moxley; Richmond, Va., Burton & Lambert ; Scranton. Pa., Reese & Long; Erie, Pa., Erie Bill Posting Co.

Mr. Stahlbrodt returns home from her to-night to spend the holidays with his family, and expects to take the road again in the interest of this agreement and bond plan at as early a date as possible. He is giving up some valuable time and sacrificing personal interests for the welfare of the Association members in this undertaking, and is meeting with unexpected success. There are many of the representative cities that Mr. Stehlbrodt has not been able to reach as yet, and there are a few people whom he has not been able to interest in this contract and bond plan.

It seems strange to us that after this matter is fully explained to live, energetic bill posting firms they do not grasp the situation and see the many advan ages that will accrue to them throughthis new arrangement. . The same was was drawn by a very reputable law firm here in this city, and all of the details of the laws of the various States throughout the Union were carefully looked over so that the agreement and bond would be air tight in case of being carried to the courts.

The great drawback to the interests of all the bill posters in all the larger cities of the Union for all time past in our recollection has been on account of lack of confidence on the part of large advertisers. It simply resolves itself into a matter of confidence between the advertisers and the bill posters, as to the amount of posting to be placed. And once the advertisers see 'the advantages of the contract and bond plan, the same will relieve their minds from any doubts as to the responsibility of the parties who are represented in this combination and among other advantages that will accrue to the bill posting firms that come in under this contract and bond plan, will be the fact that no opposition, no matter how well protected otherwise, will be able to make any headway what ever against them. This is only one of the many advantages, as before stated, that could be mentioned in favor of the contract and bond plan.

Any member in good standing in the Association is entitled to the benefits of this new, and we think successful, undertaking. We hope they will give Mr. Stahlbrodt all the assistance he is entitled to in carrying this contract and bond plan to a successful finish

It is presumed by many who have signed the agreement that the smaller cities cannot afford to come in on the contract and bond plan, and in this we agree. However, we sincerely hope they may be able to do so, and are confident that all the bill posters in the larger cities of the Union will, when this new plan is fully explained to them. come in without any hesitation or delay, which will result to the mutual benefits of both bill board display advertisers and bill posting firms.

Trusting you may see your way clear to take up this matter in your journal, and with kindest regards, we beg to Yours Truly, remain.

VAN BEUREN & CO.

## Among the Agents.

Charles Bonner is with the Grand Opera, St. Paul, and is as full of schemes as ever. He tries all kinds to enhance the interest of his house, and agents never complain of their showing in his town This season of the year it is a little cold in St. Paul, but Charlie never seems to mind it a bit and his paper goes out even if the thermometer is ten below zero.

Charles Altman is still at the ever popular "Whitney' in Detroit, and Messrs. Stair & Brady give him great leaway in billing their sure moneymaker. He is one of the early birds and is apt to be found at the theater about eight o'clock every morning. Charlie is considered the best man in Detroit.

Jack Powell is doing the advertising ahead of "Darkest Russia" and Manager Ellis says he is responsible for the good business enjoyed by his attraction. He is a graduate of the Barnum school of hustling.

Val. Boshell, of the Bijou Theater Milwaukee, is probably one of the best board workers in the country, and his Sunday showing is marvelous in fact, Milwaukee is a picture gallery on the Sabbath, and Val is looked on as the liveliest man in town.

Ed. Rising is on the go all the time for the People's Theater, Cincinnati, and manages to advertise his house well every week. He made a hit billing the Carthage Fair early in the season.

Walter Ka.i seems to control the end of the city of Chicago in which the Alhambra is located Walter is most popular and gets his paper out in fine shape. He has been located in Chicago for a number of years and his knowledge of that city is most thorough. His special board showing is splendid.

Wm. F Pagett has been at the Chicago Opera House for some years, is recognized as a leading light in the advertising business in the city by the lake His standing among managers of the first class is A 1., and his position is a most secure one. Manager Henderson values his services very highly.

owers' Opera House most energetic adverabout hog the town

가장 가격 가격 관계 관계 관계

vas at McVickers' for the Auditorium, Chiiess manager of the vas "hot stuff" as an advertiser, and is filling his present position with credit to himself.

Harry Hopper has been at the Grand Opera House, Cincinnati, long. enough to firmly establish himself as a most industrious advertiser, and of late has added to his duties the Walnut Street Theater. His work is first-class, and he has a good force of distributors at his back. He is held in high esteem by Messrs. Havlin & Rainforth.

Charles Seymour, of the Bijou Theater Brooklyn. has more special boards than any other man in that city, and his showing is remarkable. To play at his house means to be billed in great shape.

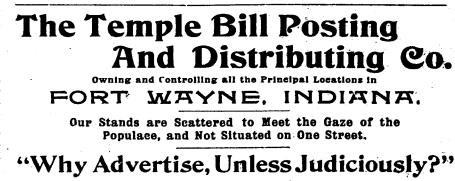
Chas. Zimmerman about "owns" the town of Indianapolis, as far as billing is concerned, and the Empire is away "in it" at all times. Charlie has a host of friends in the business and while his path was not strewn with roses when he first went to the "Hoosier Capital," but he quickly overcame all obstacles and backed as he was by Manager James Fennessy, he won out in short order. "Zimmie" is alright at every stage.

Tom Henshaw, this season is at the Lyceum in Cleveland, and his personal popularity is quite a factor in the billing of that pretty theater. He is not a cold blooded jollier like some of the boys. but gives all comers a square deal, and his word can be depended on. He is one of the nattiest dressers "in front of the house" in America and he bills his house for all it is worth. He is a brother of Manager Charles Henshaw and also of John Henshaw, the handsome and talented comedian

That admirable journal. Printers' Ink grows better every week. No bill poster can afford to do without Printers Ink. for although a zealous advocate of newspaper advertising, it is eminently fair in liscussing other forms and mediums.

Scribner & Smith are piloting Harry Williams' Own Company through the vaudeville circuit.

Mr. E. T. Heverin of Louisville, Ky. wants to buy the bill boards, whole or part, in a large or small city.



Any favors thankfully received. Prices on Application. STOUDER & SMITH, OMCO. MASONIC TEMPLE. FORT WAYNE, IND. REFERENCE; WHITE NATIONAL BANK.

## American Advertising & Bill Posting Co.

Broadway & Treyser and Geo. A. Treyser Bill Posting Companies. The Largest, Richest and Best Equipped Advertising and Bill Posting Company in Existence. Own and control more Billboards, Fine Locations, Car Line Displays than any other Billposting Company in America. dvertisers invited to investigate carefully our facilities. R. C. GAMPBELL Col. BURR ROBBINS, 280 MADISON STREET. CHICAGO, ILLS. Pres't and Manager. Sec'v and Treas.

The holidays proved a most potent factor in retarding the discussion of the proposed national convention of secretaries of fairs. The Interest which seemed lively and rampant almost completely gave way before the engrossing Manufacturers' Exposition. The grand shopping and preparations for Christmas. \* \*

from an exchange.

interesting talk with her.

"You see," she continued, "for the women of the South it is a tremendous undertaking, and it is the first time they have had a representative building, such as this will be All Atlanta has been agog over this work, and for the past two years the women have been giving entertainments to raise the \$25,000 necessary to conduct a Woman's Department. Every cent of this has been carned by men, and not one penny have they taken from the fund allowed by the Gov ernment. They me an to show what the Southern Women could do by united effort, and the result so far has surpassed our wildest dreams. Every State in the South will be represented by some prominent woman, and many of the other states will also send a representative. Miss Heleir Gould act; as the State representative of New York.

"I have come North," continued this pretty Southern woman, "to tell the Northern women about our work, and to ask their help, as we wish them to send A. McWilliams, of Tarentum Goshen, Mich, 'tis said, will hold a us representative exhibitions in every department of work. We desire particumid-winter Fair. The Noble County, Ind. Agricultural larly the artistic work of women, such as painting in oils, etchings, watercolors, architectural designs, sculpture and Society have determined to hold a fair, in spite of last year's financial losses. modeling'in clay. The Board of Directors were elected and will proceed at once to organize.

In reply to my question, What special plans had been arranged for the Woman's Building? Misr Powell said: "We are to have a portrait exhibition called "The Beautiful Women of the South,' and expect to make a great success of this. Another feature in which I am personally interested and will take charge of is the collection for the library of autograph photographs of the women musica posers of America, accompanied by list their compositions.'

"How do you find the Southern women are taking to this idea? Are they really interested in the women's work?"

## Billboard Advertising.

## News From The Fairs. NOTES, HAPPENINGS, COMMENTS.

By far the largest and most important of the fairs this year will be the Atlanta International Exposition at Atlanta, Ga. in regard to which we clip the following

New York, Dec. 26.—(Special)— Miss Ella M. Powell, of Atlanta, Ga., is here in the interest of the Atlanta International Exposition. A reporter had an

"Already," said Miss Powell, "the women of Atlanta have raised the \$25,000 it cost them to erect the Woman's Building, the plans of which were designed by Miss Elise Mercur, of Pittsburg

"Yes indeed," came the answer very quickly. "They are determined to prove that they are not behind the times, and it certainly is a step higher for the Southern women who are now taking a most active part in women's progress, especi-ally in the artistic and educational de-

The exposition at Lexington, Ky. proved a great success. We clip the following from an exchange,

Lexington, K , Dec. 26.-(Special)-This is the eig th day of the Lexington display made by the manufacturers, merchants, distillers and growers in surprising. The schools of both the city and county have a very creditable display. The Kindergarten has a beautiful display of the talent exhibited by the little ones, while the different city schools have their separate exhibits. During the week Music Hall will be given up most of the time to entertainments by the children of the different schools, there being an occasional lecture or musical or dramatic entertainment by foreign talent. The different secret societies have been given days when members of these societies from all over the country will be invited here. On Labor Day the different unions here will hold a general celebration in the main building at the exposition. The Masons, Oddfellows, Knights of Pythias and Essenics will all have their day and large crowds are expected here every day during the remainder of the exposi-

#### Applied for a Charter.

An application for a charter was filed last week by the Tarentum Fair Association, Pa. The stockholders are as follows G. W. Bissell, Pittsburgh; J. W. Crawford, Kittanniag; Jacob Koenig, Freeport, and W. H. MoCullough, James M. Esler, eorge W, Smith, George M. Getze, Joseph C. Dunn, W. H Milldollar, George W Beale, Frank J. Harrison and George

The fifth annual fair of the Oshkosh, Wis. Fair Association will be held September 9, 10, 11, 12 and 13, 1895.

The following officers were elected to serve this year: John Laabs, president; Col. Gabe Bouck, vice president ; George Hilton; treasurer; John Laabs, J. N. Hoaglin, Dr. Rowlands, F. C. Schneider, Thomas Spalding and C. E. Angell are the executive committee.

Reports are coming in from all parts of the country about fairs, in most cases there is a determination on the part of the stockholders to hold a fair this year, in only a few instances it is noted that the feeling is against trying it again.



BARNEY LINK

Barney Link was born in the State of Wisconsin, December 5, 1861. His first experience in the show business was in 1883 with the Barnum, in advance, remaining with him four seasons. In May, 1837, he went to London, England, and joined the Buffalo Bill Show, remaining until October, 1888, when the show closed in Richmond, Va. Shortly after he was engaged as Advertising Agent for the Grand Street Museum, N. Y In the fall of 1889, he was promoted to the position of Manager, which he held until the Spring of 1891, when he again joined Buffalo Bill as Assistant Advertising Agent. He traveled with the show on an extended tour through France, Germany, Austria, Spain, Italy, Belgium, Scotland, and England. Two days after the return of the Company to America he joined the Harry W. Williams Own Co., and remained with them two seasons.

Last summer he was engaged as Assistant Advertising Agent for the Buffalo Bill Wild West Show, but resigned in July to take charge of the new firm, ' The American Billposting Company, of Brooklyn, N. Y," which he had organized a short time previous. In August, the oldest firm in Brooklyn (T. J. Murphy & Co.), consolidated with the American, forming a stock company with Mr. Link as General Manager.

Since August, 1894, under his management, the American has extended its territory to Greenpoint, absorbing the firm of Reardon & Graul; to Long Island City, absorbing Murphy & Green; to Flushing, absorbing McElroy Bros.; and to Jamaica, aborbing Chas. Wood. In all the above named towns the American has exclusive control, owning al billboards. They have acquired and now hold, the exclusive billposting privileges in every town and city on Long Island. The brilliant success of this great enter prise is attributable largely to Mr. Link's executive ability.

He is a rising star in the billposting business, and as a young, ambitious, and enterprising man, he will soon occupy a prominent place in the business world

### DENVER NOTES.

0

E. G. Cook, the greatest rustler on the road is here, head of a "Railroad Ticket."

Harry Dohlin, agent of Charles Dickson is here. He plays at the Broadway, week December 31.

C. H. Graves & Son, of Boston, Mass. are posting and distributing G. O. T. Whiskey heavy in Denver and Colorado Springs.

Tansill Punch Cigars are turned loose once more and are doing heavy posting throughout all the towns in Colorada.

Mess. Dunwoody Bros., Manufacturers: of Water White Soap, have just closed a contract with The Curran Bill Posting Co, for next year, bill posting, to the amount of \$3,000, to be used in the principal cities of Colorado.

Chas. Holton, one of the owners of the Syndicate Shaw, has organized a hall show, and has brought to life once more Rentfrow's Jolly Pothfinders, and is now playing to good business in the west.

Mr. Wm. Turk, of the Old Dominion Cigarettes, who has been booming Denver went to New York City to spend the Christmas with his family.

Mr. Harry Robinson, of Cincinnati went home to spend Christmas in Cincinnati.

The Curran Bill Posting and Distributing Co. are doing more billboard advertising for local merchants than ever before. The merchants appreciate the fact that The Curran Co. know their business and that it pays to patronize them.

#### The Michigan State Bill Posters Association will hold their 18th annual meeting at Muskegon, Tuesday, February sth. A special invitation is extended all hill posters. Arrangements have been made at the Occidental Hotel for all who may attend

Those exceedingly short sighted and benighted merchants who do not advertise owing to the attendant expense might reflect with profit to themselves upon the observation of a highly successful merchant now retired. "Yes," said he, "I have always found advertising rather costly, but never one half as expensive as attempting to do without it."

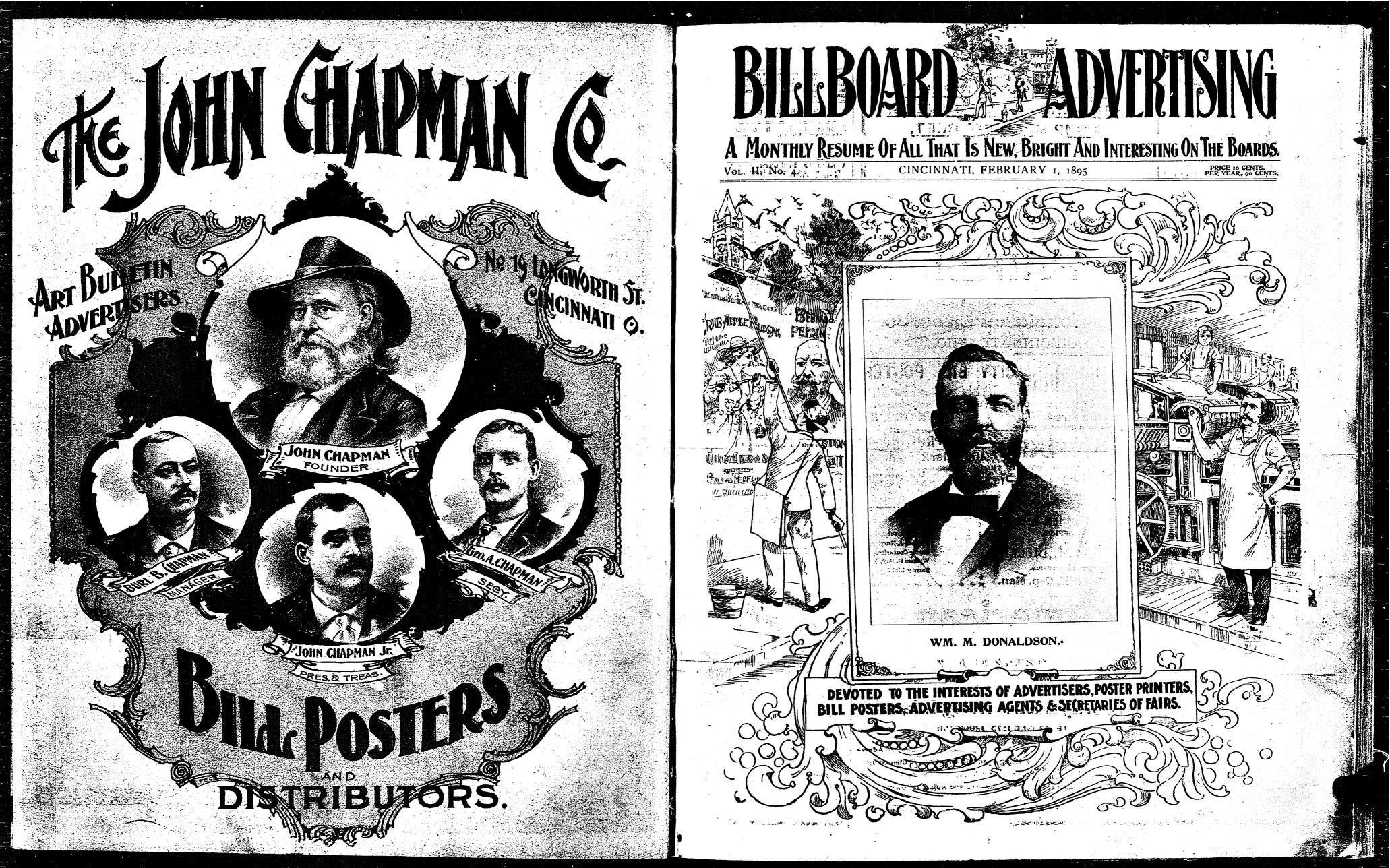
G. H. Otting & Son BILL POSTERS & DISTRIBUTERS In Newport, Bellevue, Dayton and

Ft. Thomas, Ky.

**GRAND JUNCTION, COLO.** Bill Posting, Distributing General Advertising. Circulars mailed or address of every resident of Mesa County furnished

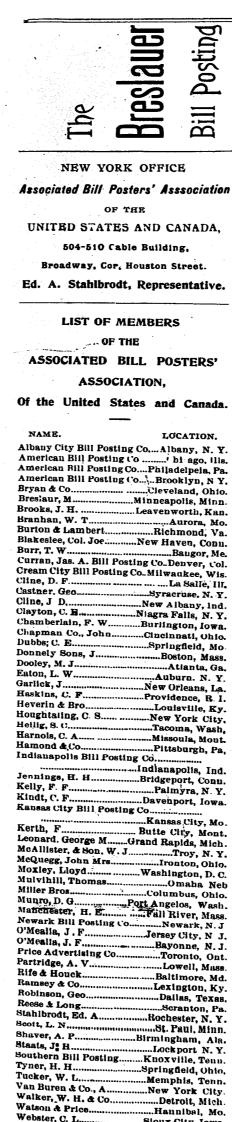












Whitmier & Filbrick...

Walker, G, H.

Billboard Advertising.

DIGNAUGI	Bill Posting and Advertisind	Rates as established by the	er ster	MAKE Contracts FOR Minnesota,

LOCATION. .....Cleveland, Ohio. ....Minneanolis, Minn ...Leavenworth, Kan .....Aurora. Mo. .....Richmond, Va. ....New Haven, Conu. Baugor, Me. ..... La Sallé, Ill. Syracruse, N. Y. ...New Albany, Ind Niagra Falls, N. Y. .....Burlington, Iowa. ....Cincinnati, Ohio. ....Springfield, Mo ...Atlanta, Ga. .......Auburn. N. Y. ....New Orleans, La. Providence, R. I. ...Louisville, Ky. ...New York City.

....Tacoma, Wash, ....Missoula, Mont. .....Pittsburgh, Pa, Indianapolis, Ind. ...Bridgeport, Conu "Palmyra, N. Y. ...Davenport, Iowa.

...Kansas City, Mo.

.....Omaha Neb ....Columbus, Ohio. Port Angelos, Wash. .....Newark, N. J ...Jersey City, N ...Bayonne, N.J. ..... Toronto Ont .. Lowell, Mass. ... Baltimore, Md. Lexington, Ky. ... Dallas, Texas, .......Scranton, Pa. ...Rochester, N. Y. ...St. Pani, Minn ...Birmingham, Ala. ....Lockport N. Y. Springfield, Ohio, ...Memphis, Tenn. ...New York City. ..... Detroit, Mich. ...Hannibal, Mo. oux City, Iowa. Western Bill Posting Co......Sait Lake, Utah. "Bufialo, N. Y. .....San Antonia, Tex.

#### FRONTISPIECE.

William M. Donaldson, president and founder of the widely known lithographing house which bears his name, was born in Cincinnati, O. March 14th, 1840, and is consequently now in his fifty-fifth year. The photograph from which our cut was made, was taken only a few weeks since, and is a splendid likeness of the original. Mr Donaldson is entirely a self-made man, having lost his father while he was yet a babe and his mother dying when he was eight years of age.

He has had as much experience crowded into his busy life as usually falls to the lot of half a dozen men; he has made and lost several fortunes, and is now at the head of the Donaldson Lithograph ing Co, one of the most enterprising and populars printing offices in existence.

This great concern was founded by Mr Donaldson in 1863, and has ever since been under his coutrol. It has been wonderfully successful and now boasts of agencies in New York, Chicago and San Francisco, and branch offices in Australia and England, the latter of which was established by Mr. Donaldson last year. he making a special trip to Great Britain for that express purpose.

George Leonard, the bill poster, of Grand Rapids, Mich., is doing all the advertising for the Powers Opera House and is doing it so well, that there is no like ihood of a change. George attended the billposters' convention, here a short time ago, and was welcomed by v great many "troupe" people.

The mayor of Boston will not approve the ordinance permitting the swinging of advertising banners across the street.

#### WHY?

Why is the attitude of the press always inimical to the bill boards? They make business and promote industry. Anything that does this, helps the newspapers and everybody else.

#### IN ENGLAND.

As others see us, through the medium of British spectacles.

From America we have received what we may term "our other self" It is designated "BILLBOARD ADVERTISING." It is a title which sounds strange in our ears, but it is realy the American Billposter. The first number was issued on November 1st and a very interesting, bright, and sanguine journal it is Th style of its comments are too piquant for our more phlegmatic temperment to fnlly appreciate, but to those who are "in the know" they are doubtless all the more interesting. It is illustrated very finely, is published at Cincinnati, Ohio and the price per copy is 10 cents The subscription for a year is 90 cents. Many of the Americau billposters take our publication, and it may be that some of our friends would like to take in the American organ of the trade. If so, they will know where to obtain it, or we should be pleased to supply them with month if they make their wishes known to us - The Bill Poster, published in London. England.



Mr. O. P. FAIRCHILD,

Whose nicture appears above, was porn in Cincinnati, Ohio, March 1, 1832, went Covington, Ky, in 1842. At the age of sixteen he learned the cooper trade, at which he worked until 1866, when his health failed, and being advised by his doctors to do out door work, he commenced carrying the daily papers, and in conjunction posted a few bills on small fences, averaging about two dollars per week for long time. While pursuing this occupation, he became acquainted with Mr. Jos. Havlin, father of the now femous theatrical manager, who went his security for umber to build bill boards. which he built himself. From this small beginning has built up a substantial business, employing at present, three men, one of whom has worked for him nineteen years, which goes to show that he does first-class work. He now has over 7.500 running feet of bill boards. 11 and 12 feet high, also a large number of three sheets, and about 7,000 running feet of fences for small work. Besides Covington, he bills West Covington, Ludlow, Mildale and Central Covington. He is now building more boards along the electric car line to the Lagoon Park.

Mr. Fairchild is highly respected in both Cincinnati and Covington, and has a large circle of friends.

#### FROM PRINTERS' INK.

"The trouble with a bill board is it's apt to fall flat in windy weather.-Jed Scarboro."

And the trouble with the above souib is that it is utterly flat, no sparkle of wit or meaning to it.

The Beeman Chemical Co., Cleveland, O.,'and the Pillsbury Milling Co. Minreapolis, Minn., are again using the bill boards extensively

#### Mr. E. T. HEVERIN,

and

North

Dakota.

Ś

A splendid likeness of whom appeared in our January number, is the senior member of the Louisville Bill Posting firm, E. T. Heverin & Bro., and Vice President of the A. B. A. Association. Being a practical man, he has piloted the business for the past sixteen years to success. Mr. Heverin is energetic and alive to all business improvements, genial in his manners, a quiet man in political matters and yet a power to such an extent that his advice and assistance is always sought, he never being on the losing side. And even now, at this time, he is setting his figures for a big surprise in 1896 Mr. Heverin being progressive in all matters of national and municipal importance, is a member of the Commercial Club, is chairman of an

ortant committee on reception of the G. A R. Encampment in Louisville, in Sentember

He has taken a great interest in the Bill Posters' Association, and has taken pride in being the organizer for the Southern States, and has worked untiringly to building up the State Associations and assisting the A. B. P. A

A Poster Show, that is to say, an exhibition of posters, probably the finest ever seen in this country. was held in Buffalo last week, under the auspices of the Buffa'o Society of of Artists.

A correspondet sends us some particulars, and the catalogue with its Beardsley illustrations in green, purle, white, which contains a description of 138 posters, this including the collection recently shown at the Grolier Club in New York. These latter were obtained through the courtesy of Geo. De:Forrest and are mainly French in design and execution.

#### DENVER NOTES.

Mr. Kirk, agent of the Carmencita Cigars, was in the city recently, and closed a contract with the Curran Bill Posting Co, for bill posting. they have just finished a contract for painting 10,000 square feet of wall and fence signs. brown Bros., the owners, are advertising in the western country very heavy.

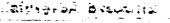
General Dave Wheeler, one of the finest of all agents and treasurers, and the friend of all associated bill posters. was here last week, as treasurer of Salvini,

Mr Turk, agent of the Old Dominion Cigarettes, just arrived from New York, where he has been spending th holidays.

"Old Horse" Sanford, otherwise known as Frank Sanford, German Comedian, has returned from California, and will embark once more in his old business.

ALBANY CITY BILL POSTING CO. J. BALLARD CARROLL, Manager. 43 BEAVER STREET. BILL POSTING. DISTRIBUTING 👘

AND EXTERIOR ADVERTISING. when you write, mention Billbourg Advertising, ALBANY, N.Y.





#### Official Organ of Associated Bill Posters' Association PUBLISHED EVERY MONTH BY

### BILLBOARD ADVERTISING CO No. 11 W. EIGHTH ST., CINCINNATI, O.

#### JAMES H. HENNEGAN, MANAGER.

#### -----ADVERTISING RATES.-

Z cents an agate line with the following discounts, viz: 10 percent off on advertisements amount-ing to over 20 lines and less than 80 lines 20 per cent. off on advertisement amount-ing to over 80 lines and less than a quarter 21 percent off on advertisement amount-ing to over 80 lines and less than a quarter

RUNNING ADVERTISEMENTS.

(Repeated or continued insertions.) ates on one page, one half page, one third e and one quarter page advertisement two or more insertions quoted upor for two or naller advertis application. Smaller advertisement to ceut a line subject to the regular discume on sin gle insertions and the following additions discounts, viz:

10 per cent off for three insertions. - 15 per cent, off for four insertions. 20 per cent, off for six insertions. 25 per cent, off for tweive insertions.

**BEADING NOTICES.** -With **ST** or \*.\*. conts per line previer measurement, when equals about eight words to the line) subject to the same discounts that obtain for single and continued advertisements.

SPACE CONTRACTS.—Special rates on con-tracts of 1,000 agate lines and upwards may be had by recourse to the Donaldson be had on application. Changes in matter the Code.

Address all comunications, for either the editorial or business departments, to

BILLBOARD ADVERTISING CO.

No. 11 West Eighth Street.

MANY bill posters who are members of exist upon which to sustain the charges the Protective League of American Show- of discourtesy. men attended the second annual Convention of that body, and manifrsted the keenest interest in the proceedings and deliberations. It is to be hoped that more of the members of the craft will identify themselves with the movement before the next annual meeting. The interests of the showmen and the bill poster are to a very large extent identical and anything which influences the business of the showmen, will to a greater or less extent influence the interests of the bill poster. No where is this so readily apparent as in the. matter of excessive and exhorbitant licenses. Every town or city that possesses an ordinance of this character, is a town which showmen naturally prefer to stay out of and this strikes deeply at the very root of the business of the bill poster of that city. \* : \*

THE Associated Bill Posters' Association which convened the day following, was well attended, and many of the members grew quite enthusiastic over the work accomplished. A detailed account of the proceedings is given in another column. It is to be deplored that a feeling of soreness made its appearance among the showmen, over the fact that they were beharred from attending the A. B. P. A. convention They seemed to think that having thrown their doors open to the bill posters and invited them the bill posters were guilty of a direct A. B. P. A. and flagrant violation of courtesy in pursuing the course they did. A little thought would have enabled the agrieved parties to have avoided the unpleasantness. No bill posters attended the Protective League Convention who were not members of that organization, and as

members as fully entitled to attend as

\*\_\*

Cincinnati, Ohio.

Smaller advertisements 25 cents an agate SUBSURIPTION.

One Year, in advance, 50 cents. Six Months, 50 cts. Single Copies, 10 cts

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and al American Adver-tising Newspaper Agency, Trafalgar Buildings, North-umberland Acc., W.C. In Parin, at Brenkno's, 17 Avenue del Opera. The Trade supplied by all News Companies Remittances should be made by cheque, post office or express money order, or registered letter. The Editor cannol undertake to return unsolicited manuscript.

When it is necessary to wire us copy and nstructions for advertisements, great sav-

The following item clipped from a Brooklyn, N. Y. paper, possesses more than ordinary interest:

An ordinance. requiring bill posters to pay a license fee of \$ 00 was vetoed by the Mayor of the city. The Mayor said the sum was too large and wuld create a monoply. The Common Coun-cil sustained the veto

It is difficult to conceive how the honorable Mayor in question arrived at such a remarkable conclusion. The amount in question is entirely insignificant and would no more prevent legitmate competition that half or quarter the amount. It would however prevent irresponsible people who possess no more capital than the amount involved in the purchase of a brush and bucket, from annoving rot only a legitimate firm, but the public at large as well

#### \* \*

WE have been honored with the appointment of Official Organ to the Associated Bill Posters' Association A resolution to that effect having been introduced at the recent convention by Mr. Burl Chapman and carried unanamously

In acknowledging the compliment con veyed by the appointment, we will only state that we shall always endeavor to prove worthy of the confidence reposed in us. and will lose no opportunity to to participate in their deliberations, that to advance the interests and aims of the

In this connection too, we desire to say that our columns are open to the officers and members of all state organizations. We are firm believers in the efficiency of all trade associations, and always ready to lend our aid to any any showman there. It would seen that movement tending to augment their under the circumstances, small grounds scope or increase their usefulness,

#### KEEP your boards in good repair Never allow them to become dilapidated. It pays. Boards that are well kept are an ornament to a town, and the financial outlay necessary to maintain them in first-class style is the best kind of an investment that their owner can make. There is an old saying that has it: "The best way to secure the respect of others is to respect yourself," and by this same token, the best way to excite the interest of others, is to get interested yourself As soon as a bill poster succeeds in doing so, neat, orderly and well-kept boards follow soon as a matter of course, and prosperity is never far behind.

A SIGN containing the firm name and office address of the city bill poster should surmount every billboard that he owns Too much stress cannot be laid upon the importance of this measure The same idea can be supplemented by the use of one-sheets, containing a catchline with firm name and office address. The following few suggestions will illustrate the idea : 10 cm

LOOK OUT.

and and

Dan, F. Cline, Manager of the Peoria Bill Posting Co., recently attached \$11.45 worth of medicine in a wholesale drug house in that city. The action was brought in order to recover, in part, the sum of \$23 25, for bill posting due Mr. Cline from The Rocky Mountain Medicine Co., of St Louis Mo, and which he had geen unable to collect by the usual methods.

THE best is the cheapest That's why the bill boards affor the cheapest service of all advertising mediums.

A. B. MEANS, city bill poster of Wash" ington, Pa,, regards BILLBOARD ADVER TISING as a solicitor of more than ordin ary merit.

THE Price Advertising Co, of Toronto, Ont., have ordered twenty-five subscriptious of BILLBOARD ADVERTISING for distribution in Toronto and vicinity.

THE Bill Posters' license at Newark, N. J., is \$1000.00.



THE free list has been entirely sus Hennegan's "Say" poster is another nended. Anyone receiving the paper good idea, which has the added value of this month who has not subscribed, will pictorial display to enhance its strength. All of these posters can be had at small understand that someone else has subexpense from almost any poster printer, scribed in their name. and besides being good "trade getters"

THE Curran Bill Posting Co. have ordered another lot of our three months subscriptions.

OF ALL advertising mediums, there is none one-half as prompt as posters, none one half as profitable.

Dosters?

Ves! I know something about their advertising value. If you want to talk it over call on or address, John Smith,

IN Boston, hereafter, theatre posters which d splay the female form clad in tights will not be permitted to be posted on Boston billboards until the committee on licenses of the board of aldermen have approved of the same. This is the result of the recent crusade against the theatrical posters, which has been going on for some time.

City Bill Poster.

### The Associated Bill Posters' Association.

OF THE UNITED STATES AND CANADA.

FIRST DAY-1:30 o'clock Session. President R. C. Campbell in the chair. Present, R. C. Campbell, Chicago; J. Ballard Carroll, Secretary, Albany, N. Y.; Ed. A. Stahlbrodt, Chairman Executive Committee, Rochester, N. Y.; C S. Houghtaling, General Contracting Agent New York City; T. J. Murphy, B. Lynk Brooklyn; C. M.Whitmier, Buffalo, N.Y. W. J. McAllister, Troy, N. Y; Geo. M Leonard, Grand Rapids, Mich; W. H. Walker, Detroit, Mich.; F. R. Fitzgerald' Milwaukee, Wis; Chas. Heverin, Louisville, Ky.; H H. Tyner, Springfield, O. Chas. Bryan, Cleveland, O; John Chapman Co. Cincinnati, O; Jos. Furstbrook Toronto, Can; and several members of State Association.

17th, 1894, read for information. Convention now in session.

receive their endorsement.

A general discussion was indulged in by all present, and lasted until adjournment at 5:30 o'clock Recess taken until 8:00 P. M.

The further discussion upon the agreement and bond was then taken up and the same, together with the work of the Executive Committee, ratified.

The next order of business was the advisability of locating a permanent office of this Association, in New York city. The matter received an unanimous assent and upon motion, the President appointed the following committee to draft resolutions setting forth the most feasible plan for accomplishing the same; viz.: I Ballard Carroll, B. Lynk, George M. Leonard, Ed. A. Stahlbrodt and R. C. /Campbell.

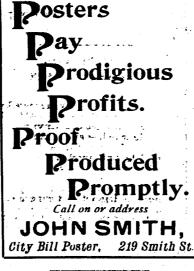
once going into session.

President Campbell in the chair.

Toronto, Ont

Request granted. Louis, be reconsidered. Carried.

ship in this Association. Carried.



are use ul to dress up the boards and

keep them from becoming fraved and

ragged Then, too, there is nothing that

will make others believe in the value of

posters like evi lence of the fact that you

ourself believe in them.

IF y u are not a good solicitor, and do not care to hire one, try BILLBOARD ADVERTISING. Twelve three months subscriptions for a dollar.

CONSTANT READER.-Either is correct. Bill signifies poster and poster signifies bill, while bill poster signifies an expert in the art of advertising.

## Billboard Advertising.

Monte and the sector

#### IN SPECIAL CONVENTION

Minutes of the last Special Convention held at New York City, October 16th and

The Secretary read the call for Special

President Campbell and Mr. Stahlbrodt fully explained the benefit to be derived from the agreement and bond scheme, in which interest, Mr. Stahlbrodt visited a number of the larger cities recently to

At 10:30 o'clock the session adjourned to Thursday, 9 A. M The committee at

MORNING SESSION, SECOND DAY.

Mr. Ed. A. Stahlbrodt moved that the Secretary be instructed to set aside a page of the minutes to the memory of our deceased brother, John McQuigg, Ironton, O. And that he tendes the sympathy of this Association to our deceased member's widow and family.

Mr. Joseph Furstbrook asked that the membership of Mr. Joseph Price be transferred to the Price Advertising Company,

Mr. George M. Leonard moved that the action taken at the Annual Convention at Philadelphia. July last, relating to holding our next annual convention at St.

Mr W. H. Walker invited the Association to hold its next annual convention at Detroit, Mich., nevt July 9th, 10th and 11th, and upon motion same was accepted Mr. C. M. Whitmier moved that Mrs John McQuigg, of Ironton O., be elected to succeed her late husband, to member-

ecutive Committee, reported that the States of Montana and Pennsylvania have been duly organized, and that the Secretary be instructed to issue State Charters to the same.

#### Carried

Mr. Burl Chapman moved that we adopt that friend of the bill poster-BILLBOARD ADVERTISING-as our official journal. And that the thanks of this Association be tendered to Mr. Jas. H. Hennegan. Manager, for the elaborate treatment of all subjects in the elegant issue of the New Year's number, 1895. Carried.

Mr. T. J. Murphy moved that the Secretary be instructed to notify all members in arrears, that unless all indebted nesf for yearly dues to this Association is liquidated on or before March 1st, 1895. they shall be stricken from the roll. Carried.

Mr. J. Ballard Carroll, Chairman of the Committee on New York Office, reported as follows:

Having carefully studied your wishes relating to the opening of an office in the city of New York, and coinciding with your views, this committee would respectfully present the following preamble and resolutions for your approval: Whereas, we the members of this, The Associated Bill Posters' Association of the United States and Canada, in Special Convention assembled, appreciating the importance of equipping and maintaining an office and official headquarters of this Association, for the purpose of encouring bill board advertising, and to more fully enable us to systematically organize the husiness of bill posting for the control of a better and healthier service to the patrons of bill board advertising. Therefore be it

Resolved that the Chairman of the Executive Committee, Ed. A Stahlbrodt, be, and the same is, hereby instructed to procure suitable offices for the purposes above set forth, or for any other benefits to this Association, in said city of New York, at once The expense of fitting up and maintaining the same to be borne by and at the expense of the members of Association. And be it further

Resolved, that the President of the Association be, and the same is, hereby instructed to enter into a contract with the aforesaid Ed. A Stahlbrodt to take charge of the same.

2. Be it Resolved. That the members of this Association be assessed pro rata fact. according to population of their respective cities to create a fund for the guar antee and use in maintenance of the aforesaid office in New York city, not to exceed the total sum of seventy-five hundred dollars (\$7,500), for the term of one vear from date.

Resolved, that in case any members neglecting to pay their proportionate share toward the objects above set forth, for any reason, by February 1st, 1895, then all moneys accumulated over and above the amount necessary to defray the expenses of the same shall be divided pro rata among those having become responsible for the undertaking of the aforesaid sum.

3. And be it further

Resolved that from and on and after February 1st, 1895, members of this Association, and of State Associations holding Charters from this, the Associated Bill Posters' Association, of the United States and Canada, shall not post

Mr. Stahlbrodt, Chairman of the Ex- work of a National character for any person, firm, or corporation, without first having notified our New York representative, Mr. Stahlbrodt, the nature and class of the work to be posted, for what firm or corporation, and the amount of sheets and stands of the said work to be posted, and receiving instructions that said firm is in good standing with the members of this Association making an arrangement with any traveling agent representing a firm not in good standing with this Associatior, said arrangement or contract is revocable upon notification to that effect from our New York representative.

4. And further be it

Resolved, that on and after February 1st. 1805, each member of this Association shall pay only one commission or discount on any National work he may receive and that the same shall be paid to our New York representative, in the sum of ten per cent on all work received of a National character.

All of which is respectfully submitted I. BALLARD CARROLL, Secy.

B LYNK.

GEO. M LEONARD. R. C. CAMPBELL.

Upon motion, the Chairman of the Executive Committee was instructed to send a list of the members of this Asso ciation and State Associations to the proprietors and general agents of circuses and requesting them to use our mem bers in preference to opposition bill posters.

The thanks of the Association through President Campbell, was expressed to Mr. Ed. A. Stahlbrodt for his painstaking interest on behalf of our institution in having Canadoscu and santone poties this country on behalf of the agreement and bond issue.

Adjourned sine die J. BALLARD CARROLL, Secretary

The members of the A. B. P. A. who attended the convention at the Emery Hotel are loud in their praises and appreciation of mine host, L. F. Hunt and with reason for a more genial pleasant and all around good fel'ow does not ex-

Contrasted with the treatment accorded them by the grasping management of the continental Hotel of Philide'phia on a similiar o casion. ths members feel that Mr. Hunt is entitled to special mention and BILLBOARD is glad to voice the

#### A FOSSILIZED ART CRITIC.

Speaking at the meeting of Sorosis recently on the subject of pastels, Mr. Chap-ey, the art critic. exhibited a copy of the famous "Bel'e Chocolatiere" of 1742, and remarked that the fact of its having been used time and again as an advertisement took all the pleasure out of it for him. Surely Mr. Champney should have remembered that a recent exhibition held at Paris has shown that many men of conspicuous genius are at present engaged in the production of charming posters full of feeling and strength. The show ran the Salon itself close in interest, and yet all the pictures were part of advertisements.-N. J. Evening Sun.

O. P. Fairchild, the veteran bill post er, of Covington, was as happy as a school boy during the convention, meeting many of his old friends.

\_\_\_\_\_

Mr. Sanford H. Robinson sends us the following clipping.

A Thought for Newspaper and Magazine Advertisers.

It is a mistake to handicap newspaper advertising by expecting it to do too much. The newspaper is a splendid place to present an argument as to why people should by your article in preference to somebody's else. But small space costs big money, and, if the paper is any good, there is lots of other interesting matter to hold the attention of the reader. Display advertising gives big space for

little money.

It is a tremendous help to pithy newspaper argument to have the name of the article greeting the eyes of the people from fence and wall as they travel through a city; to have it salute the reader as an old friend as he steps into the horse car.

Last and best of all (if it is a proprietary article), the very acme of help is obtained if there is a bulletin board on the side wall of the retail store where the article is sold. It hits the possible buyer right at the time and place where, if a desire for it has been crea ed,he opportunity to purchase is immediately at hand.

Does this place Display Advertising in opposition to the newspaper? No, a thousand times, no! It is the newspapers best friend : its greatest help.

Every new advertiser that enters the field of publicity, by his very demand for it. increases the cost of space and also makes space less valuable; for the more people that are shouting, "Come and buy of me," the louder the one must shout to be heard above the crowd

I HIS IS WHY, WILD THE INC nition of its importance as a trade factor advertising is so serious a problem today. This is why newspapers can't do it all. This is why Display Advertising is the friend and co-laborer, not the rival, of the newspaper. It makes it easier to get results.

Any proprietary article that seeks publicity to day, ignoring the value, of Display Advertising and sticking to newspapers alone, is as badly handicapped in its advertising methods as is man in the race of life if he lacks one of his senses. He may get along without it but it is "deuced" inconvenient.

Scarcely any theater advertisements in the New York papers contain any information in regard to the prices charged for admission, and several have nothing to indicate when the performance commences or where the theaters are located, Printers' Ink.

Peter Sells has several brand new ideas in paper for next season. All of Sells Bros. paper will be of the best for the season of 95. It will be equally divided between the Donaldson and the Strobridge Companies,

Montana is getting her share of Bill Posting at present, it. is good territory for Advertisers to work in. The Admiral Cigarette is being billed heavy.

Mr. Philip Oliver of Findlay, was one of the members of the Ohio State Asso, cistion present at the conventior

Bill Posters can look for a big boom in business in the spring, everything points to a revival of trade

#### Billboard Advertising.

### PICTURES IN ADVERTISING.

John P. Lyons, in the Spatula. It cannot be questioned-we are all fond of pictures. This is one of the juvenile joys that clings to a man till he is four score and ten. It is a universal human weakness. Now the wily advertiser is always on the lookout for universal human weaknesses and ready to make the most of them Hence, illustrated advertisements. But there are two kinds of pictures, and while the one serves the advertiser's purpose admirably, the other is sheer waste-or worse.

There are two rules which may be followed with advantage in the use of illustrated advertising-both very simple. The first is this: the illustration should posses intrinsic interest, beauty, sentiment of humor, something that initself appeals to the eye. And the second rule which is even more important than the first, in this : the picture should be germane to the article advertised; it should if dossible, suggest the thing advertised or if not positively suggesting it. there should at least be some association of ideas. It may be set down as an axiom that the best picture for an advertisemen is the one that needs the fewest accom paning words , To illuserate : for the best way to show

what sort of a picture is a fit and what sort is a misfit, is to select a few of each kind Take, for instance, the picture which has been used in the street cars extensively of late - at least around Boston-by the Mellin's Food people This is simply a handsome lithograph of a particularly attractive, wholesome and winsome little girl, with red dimpled cheeks, bright blue eyes, and a pervading air of contentment. Everybody will look at this picture, especially young fathers and mothers who will mentally compared at point by point with the youngster at home; and eyen the determined bachelor will look at it, and admit that children are attractive when painted on cardboard Now there's only one word on the whole advertisement; that is "Mellin's" but it deesn't take a very acute mind to put the word and the child together and get the the whole story Even if one has never heard of "Mellin's Food," he'll know tha whatever "Mellin's" is, it is something good for children, and if he has any children, he will begin to inquire about it

I recently noticed in the magazines a little pictorial ad, fairly illustrative of this subject. It is an oil stove ad of the A. C. Barler Mfg Co, of Chicago. There are two little tots, decollete to the soles of their feet, standing in front of the stove. Now, looking at this picture on a cold winter day, you immediately become interested in these young people, and wonder where the nurse is with the bath robes ; but when you see now contented they are, with their hands out to the genial warmth, you become interested in the stove, and that, of course, is the whole object of the advertisement. The picture not only attracts your attention, but it attracts it to the one point where the advertiser wants it. Now for two or three misfits. There

are some chewing gum people who occupy space in the magazines, devoting the greater part to the picture of a grizzly bear. Now, this grizzly bear may have some local connection with this chewing gum, for it comes, I believe, from Cali fornia, a State which, if I remember light, accords the grizzly some official recognition, but to the average mind the ssociation is exceedingly indistinct. There is nothing about the bear that is

heautiful: he arouses no pleasing senti ment, there is no element of humor in the nicture and if the test were taken away, and one had to supply the reading matter from the picture he certainly would guess a year before he would hit on chewing gum.

I remember another illustration. Some manufacturers of plasters devoted the greater part of their ad to the picture of four or five dogs This was an attractive advertisement, because they were handsome dogs, and the work was artistically done. A handsome dog always appeals to every well ordered mind. But the advertisement lacked the great essential-there was absolutely no association, which anyone could fathom, between the dogs and the plasters. Anyone glancing at the advertisement hurriedly-and that's the way the general public takes in its advertising-would naturally suppose that this was a kenuel or dogbread ad; that it had anything to do with plasters for euman ailments, could hardly be conjectured

An illustrated advertisement should be attractive and appropriate It should catch the attention and then direct it to the place where you want it-the article advertised. To get the reader's attention and then veer it off in the wrong direction-to attract it and then distract it is as bad as never getting it at all. Your pietuae must not only catch the eye it must catch it for you. When you go fishing you will find bait a highly useful commodity-but only where there's a hook juside it.

### Among the Agents.

In our last issue there appeared a squib which stated that Geo Irish was con nected with the Schiller Theatre, Unicago, and also stated that he bore an excellent record as an advertising agent. One Al Beaumont, of Chicago, takes exceptions to the notice, and asks: "When and where Geo Irish got his reputation as an advertiser?" For the benefit of Mr. Beaumont, we would state that Geo. Irish was an advertising agent of reputation when Beaumont was a waiter in a restaurant in Chicago, and that while we admit that we erred in the statement as to Irish being connected with the Schiller Theatre at the present time, he was there during the time Mr. Temple was the manager, and he was also the advertising agent of the Auditorium when Mr Beaumont had his "difficulty" with Mr David Henderson The writer of this article has known both parties for the nast fourteen years, and never before heard anyone question the ability of Geo Irish If Mr Beaumont desires, we will publish his record and the reason why he left the Chicago Opera House-It is not the intention of the editors of BILLBOARD ADVERTISING to score anyone, but rather to say pleasant things of all honest men, but when a person goes so far as to write a roasting letter concerning a man of standing as an advertiser, we deem it a part of our duty to let our friends know the facts in the case, especially when we are taken to task **()** about it

Tom Henry, of the Walnut Street Theatre, Philadelphia, says his town is lively now, and that it requires him to be on the go all the time to keep up with the procession. It is whispered that Tom is cultivating football hair, so as to be ready for a tussle at all times.

· Billy Bennett is evidently doing great work for the Grand Opera House New York, as that place of amusement is doing a fine business. Billy is popular with the advance agents, and is not one of the kind that is given to "jollying" ple.

"Rocky" Moore gave "Eight Bells" a great showing when they played the Academy of Music, Jersey City. "Rocky" is all O. K. and has a move on him all the time. He knows Jersey City backwards.

W. J. Woodie is Hughey Kernan's right hand bower in the way of billing the Lyceum Theatre, Washington, D. C. and he has few kicks coming his way. Of course a few cranks drop in, but that cuts no figure, as his showing is A1 all the time.

Tommie Cash, of the Grand, Pittsburg is giving them a battle royal for the n. and up to his coming it was a onesided affair. Now it takes a combination of two or three houses to get as good a showing as he does, and, if all reports are true, a good deal of dirty work is ng done. But, Tommie, stick to them. Application, experience and brains are and to win.

Charles Piersol must be popular with Manager McCutcheon, of the Grand Opera House, Brooklyn, as he has been there several seasons He don't indulge in much extravagant talk, but he bills every show so that he has no kicks com ing at any time. When a company plays that house, it is a settled fact that they get a run for their money.

Harry Brown, of the Star Theatre. Buffalo, continues to represent his house in a first close mouner, as far as the billing is concerned, and he goes about his work, in a pleasant manner that wins him many friends.

J. R. Simmons, of the London Theatre, New York, is cutting a wide swath among the Bowery billers, and his house seems to be pretty well represented at all times. Considerable opposition exists in his district, but he holds his own very well.

Sam. Johns, of Havlin's Theatre, Cincinnati, is one of the quietest, but most effective advertising agents in the country. He is now in his fourth season at

Geo. Focke has resigned as advertising agent of the Griswold Opera House, Troy, N. Y. His old assistant has taken charge, and George is looking about for mer scheme

Barney Link was in town last week and his whiskers were a thing of joy. Barney is hustling business along in Brooklyn



#### "RIFF" CLARK.

The genial subject of this sketch, of whom a faithful likeness appears above. has had such a varied career in his long experience in the advertising and the atrical business, that we scarcely know where to begin and when to end.

His first venture into the theatrical business was with Tony Pastor's Bowery house, after which he worked at the Greenwich Avenue Theatre, New York City. We next find him at the Bowery Garden, 113 Bowery, (now torn down) where he worked for three years. It was then known as the Novelty Theatre. He then bobbed up at Jack Able's Eighth Avenue Theatre, then to Miner's Bowery and in 1881 we find him at Miner's Eighth Avenue Theatre: from there to the Alhambra, 27th street and 6th avenue In 1882, he once more goes to Miner's Eighth Avenue Theatre; from there to Niblo's, in 1883; then to Peoples, where he remained until 1893 He then took Imro Fox on the road, and later, "Mr. Potter, of Texas." After coming back from the road, he took charge of the Star Theatre, Brooklyn, and when the season closed, went to Terracé Garden Music Hall for summer season. Again joined H. C. Miner's forces, taking charge of the advertising at both houses, Miner's Bowery and Peoples

"Biff" was never idle. Every summer saw him with his own show on the road He also did all the advertising for Sullivan, in every fight he had at the Madison Square Garden, and also for Corbett. He did the advertising for Huber for his Prospect Ball, and many other affairs of great magnitude.

Mr. Clark is blessed with a charming wife and a happy family of four boys and a girl, who are all proud of their popular papa. Mrs. Clark was before marriage, Daisy Norwood a talanted Daisy Norwood, a talented and pretty soubrette, and her home is one of the happiest in New York.





### PREMIUMS.

By R. A. ETTER. The first and most important step in the successful management of a fair is a good and liberal premium list, and one that is adapted to the locality in which thd fair is held. A careful perusal of many of the premium lists of American fairs leads me to believe, that immediate and thorough revision is an absolute. necessity

One of the main points to be taken into consideration, is the distribution of the premiums in such a manner as to draw the best display, that will interes the public, and at the same time produce the best results to the exhibitor In order to do this our premium lists must be made to conform to the times and circumstances. As an illustration, I will mention the horse department, and what is true of this department will apply to nearly all of the various departments.

I find that some of our premium lists have not been materially changed for fifteen years, and yet there has been a great change as far as actual value of the horse is concerned. The horse market of to-day clearly shows that fine drivers and coachers are the most profitable horses to breed. Among the leaders of this class I would mention the Hackney. the French and the German Csach. and the Cleveland Bays. Notwithstanding these facts, many of the fairs either entirely ignore these classes, or offer premiums so insignificant that the owners of these animals do not think it worth while to compete for them. And again I find, that it is the practice of some of the fairs to make little or no distinction in the amount of premiums offered, between the pure bred animal and the common grades. This I also believe to be an error. It might be necessary to do this years ago, to insure a display, but now pure bred animals are in abundance, and their increase should be encouraged by liberal premiums. In fact I have sometimes thought, that

in certain localities, the premiums on common grades should be entirely abolished, as I am unable to see the benefit to be derived by enccuraging the raising of the same. The cattle department also deserves our particular attention. Wis consin stands to-day in the front rank of dairy producing states, and it is the duty of agricultural societies to pay particular attention to this department. The cow that produces the most and the richest milk is the most valuable, and too much cannot be done in the interest of this class of animals

An increase of fifty per cent in premiums offered to milk producing cattle, by the fairs of the state of Wisconsin. will result in lasting benefit to the entire community. In the swine and sheep de-

that popular playhouse.

#### Billboard Advertising.

The Rochester Bill Posting Co., ED. A. STAHLBRODT, Manager.

Bill Posters, Distributers and Exterior Advertisers, No. 16 and 18 Mill Street, ROCHESTER, N. Y.

# News From The Fairs.

NOTES. HAPPENINGS. COMMENTS.

should be made, and the same care in appropriating the premiums, to the best and most profitable breeds, should be exercised. I would also recommend the abolishing of the sweepstake premiums, in all the departments. This premium, at the best is unfair, and unjust, and always creates a great deal of dissatisfaction. The premiums on all the agricultural products should be increased, and I would urge societies that have not already made the rule, to require ali articles shown in this class to be grown by the exhibitor, and in the same year that it is placed upon exhibition.

For several years past I have noticed a general decline in the interest taken by the people in agricultural fairs. A great deal of this, I believe, is due to the fact that the premiums offered in the stock and agricultural departments have not been large enough We are dependent upon them for a very large part, in fact the principal part of our exhibitions, and our best efforts in that direction cannot be overdone.

I am well aware that a great many fair managers will claim that they cannot afford to increase premiums, that they now have all they can possibly do to make both ends meet, etc. This point ( believe to be poorly taken, as it is a well known fact that whenever a liberal increase, in the deserving classes, has been made, it ias at the same time increased the interest of the public. The exhibition was made better and larger and the gate receipts were correspondingly swelled An increase of \$400 in the premium lists of any one of our fairs: after deducting the 40 per cent. paid by the state, would leave a net cost to the society of \$240, and, if it is the practice of the society of charging a ten per cent. entrance fee on premiums offered, the net cost will be reduced to about \$200. In the stock department. particularly, I would recommend the collection of a ten per cent. entry fee, for it has a tendency to keep out a class of stock that does not aid the exhibition. In all the other departments, the premiums usually offered with but a few exceptions, I believe to be fully adequate.

In the various classes comprising the ladies' departments, I wish to make one suggestion. It appears to be the custom of most of the societies to pay a premium of from one dollar to two dollars for first premium and about fifty cents to one dollar for the second premium. This affords a splended opportunity to professionals who make it a business to follow the fairs and exhibit their goods. Of late years this has been done to a considerable extent, and while it is true that they make a splendid display, it is hardly fair to the local ladies It has a tendency to discourage them, and thereby partments, likewise, a liberal increase the real object of the society is thwarted.

THE ERIE BILL POSTING CO. ED. A. STAHLBRODT, Manager.

Bill Posters, Disributers and Exterior Advertisers, No. 10 North Park Row. ERIE, PA.

I would therefore recommend that all that thousauds of dollars in premiums professionals be prohibited from enter- were paid last year to articles that were ing in these departments, and that each not compelled to compete. Some of the society offer a special premium for the best general display by professionals. In the boys and girls' department, I would recommend that a third premium be offered, even if the total premiums be not increased. I would reduce the first and second so as to make the third. We made this change two years ago, and we found that it pleased the little folks very much, and that our entries in these departments were more than doubled last year. The amount of premiums in these two departments is not of as much importance as the number. Every premium received, be it ever so small, pleases and encourages the exhibitors, and they are the ones upon which will de pend the display at future fairs. I' I have given you my opinion regarding classes and departments upon which premiums should be increased, and will now endeavor to point out instances whereby some of us, at least, might economize.

The examination of ten premium lists of last year's fairs showspremiums offered to the amount of nearly \$400 for best displays of farming implements. Now, while I do not contend for a moment but that it is perfectly proper, and in fact an essential feature, to have a display of farm machinery at an agricultural fair, I do insist upon a display. Many of you will no doubt agree with me, that since themanufacturers of threshing machines engines, harvesters and binders have agreed among themselves not to exhibit at any of our fairs, our displays in this line have been a farce. The few plows, drags, etc, which are usually exhibited by the local dealers, are not worth a dollar to the fair. And under these circumstances, I would abolish the cash premium and offer diploma in place. The same ten ; remium lists also offer about \$400 in premiums to manufacturers of carriages, buggies, etc. This is another instance where we might economize The manufacturers of these goods can afford and will exhibit them without the cash premium. Likewise can the merchants with their various displays, also the manufacturers pianos, organs, sewing machines, etc.

The society that erects and maintains building for their use, and furnishes from 2,000 to 10,000 people daily during the fair to examine and inspect these goods, does more for them than the small premium we can afford to offer . They themselves, I believe are willing that we should use this money elsewhere, especially so if we can demonstrate to them that we can use it to increase the attendance. I am also of the opinion that the various societies of the state pay out annually quite a large sum of money to articles that are really unworthy. I find that in fifteen classes of our premium list last year, consisting of 513 different lots, there were 112 lone entries, without any competition whatever, which of course, received first premium It is fair to presume that the same ratio will apply to other fair. If so, this demonstrates

societies have adopted a rule instructing committees to pass without award all articles which in their judgement areunworthy. All who have tried this rule are ready to pronounce it a failure. The committees will not enforce it and it is hardly fair to expect it of them. In view of this fact, I would recommend that one of the conditions of entry in all classes where no entry fee is charged, be that all articles without competiton be entitled to 50 per cent of first premium only.

#### MISCELLANEOUS

The Miami and Mad River Valley Association elected officers at Springfield, Ohio, and fixed the following dates:

Mechanicsburg, August 6 and 9. Greene, August 13 and 16.

Champaign, August 20 and 23.

Clark, August 27 and 30.

State, September 2 and 7.

Madison, September 10 and 13.

Union, September 17 and 20.

Miami, September 23 and 27. Logan, October 1 and 4.

Richwood, October 8 and 11.

Omaha will have the State Fair for the next five years

Alexandria, Tenn., Fair Association have elected officers, and will hold their Fair, September 19, 20 and 22.

The Tazwell County Agricultural Soclety has decided to hold their Fair at Delavan, Ill, September 10 to 1.2.

Fort Worth, Tex will hold an exposition next year, in commemeration of its fiftieth anniversary.

The Greeneville, Pa. Fair Association have elected T. C. Gibson, President, and Till Reiss, Secretary. Next Fair will be September 17 to 20.

The Washtenaw County, Mich., Fair Association have appointed committees and decided to hold the next Fair, September 24 to 27.

The New Hampshire State Grange Fair Association held is annual meeting at Concord, elected the old board except general superintendent, for which posiion Warren Tripp of Epson was named. The next Fair will be held at Tilton, September 10 to 12.

Mendota, Ill, Fair Association will have a summer race meeting, July 9, 10, 11 and 12.

Montgomery County, Md. Agricultura Society will hold this year's fair, September 3, 4, 5 and 6.

Secretaries are requested to seud in their Fair's dates for publication.

The Denver branch of the Educationa Association are making great preparations for holding the convention of the United States there in July.

A movement is now on foot looking toward the bulding of a large convention hall in Denver, as they expect to have at least 40,000 visitors to the National Educational Association Convention.

## Publishers' Corner.

This issue of BILLBOARD ADVERTIS-ING consists of 10 100 copies. While nominally only showing a gain of 100 subscribers over the January issue it is in reality over 2,000 increase, for the reason that of the 10 000 copies in the New Year's edition, 1,963 copies went into the foreign mails, as against some 50 copies of this month's number.

#### 8 8 8

The success attendant upon our special offer to bill posters has been so pronounced, that we have decided to reduce the rate. Hereafter we will sell twelve three months' subscriptions for one dollar. Those bill posters who have not as yet tried the efficiency of their journal as a solicitor should avail themselves of this great offer without further delay. It stimulates interest in the billboards, demonstrates their value, and creates new adherents to this form of advertising wherever it goes.

#### 2 2 2 OUR CIRCULATION:

OUR CIR	
November, 1894,	issue, 2,650 copies.
December, 1894,	" 6,500 "
January, 1895,	" 10,000 "
February, 1895,	" 10,100 <sup>"</sup>
	2 2

The advertising columns of this paper possess advantages of peculiar value to bill posters, poster printers, and general advertisers In the first place, every one of its subscribers are interested in advertising in some manner, and many are directly interested in poster advertising. Secondly, it is read carefully, and then as carefully filed away for future reference. Thirdly, the widely varying charactor of its subscribers places it upon a par with any publication catering only to so-called 'general reaedrs." For these very obvious reasons, it should not be be regarded as purely a class publication nor, in any sense, a trade journal. 8 9 8 8

If you want more business, bear in mind that BILLBOARD ADVERTISING is the best solicitor you can employ. It appeals to all people in want of your services and never intrudes upon those who do not.

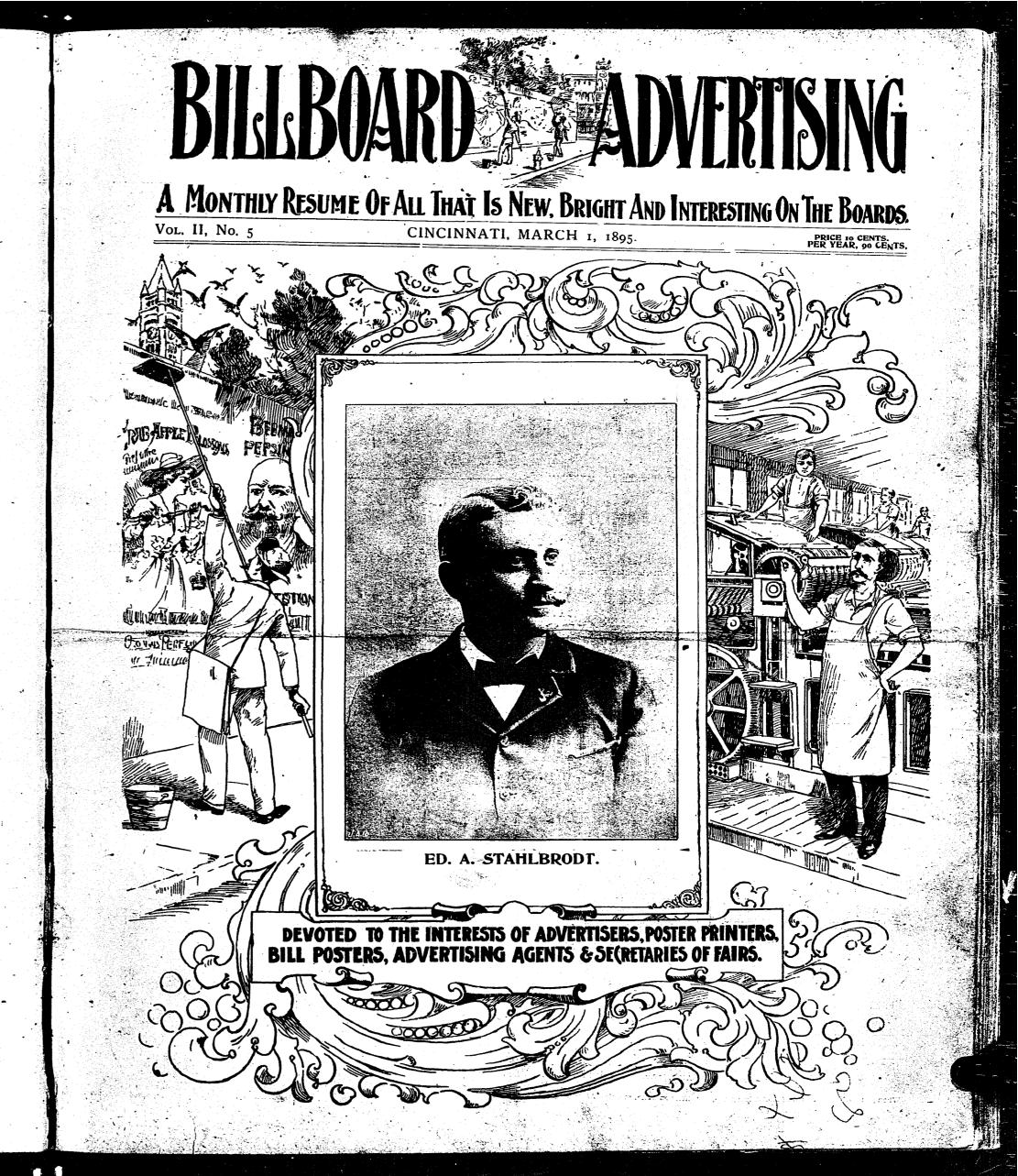
This Journal Free —Present subscribers to this journal may obtain their own copy for another year *free* by doing a little work among their friends. If you will show this copy to your friends, and send us five subscriptions at ninety cents each, we will send you the journal a year as payment for your trouble.

2 2 2

Renew Promptly.—Many subscriptions expire with this issue, and under the present management, the names of subscribers are stricken from the list at the end of the term paid for. Renewals should therefore be sent in promptly so that a number may not be missed or re ceived late. If possible, send with your renewal the subscription of some friend whom you know would enjoy the monthly visits of this publication.  $\frac{2}{2}$ 

Newsdealers throughout the country take subscriptions for this publication If you are an occasional buyer of the journal, but prefer to have it sent regularly to your address by mail, send your subscription direct to us or hand it to it to your newsdealer, as you prefer.







business.

New York Office Notes.

#### What Prominent People and Firms Sav About It.

President R. C. Campbell, Chicago. Ills .- I am pleased to note you have got your offices open. I can't be quoted too strongly in favor of an office in New Vork City. We must have a representative there who is in touch withour interests beyond all others, and one who will gain the respect and confidence of all

A. Van Beuren & Co., New York ,-This is what the Association has long been in need of. The New York Office now puts every bill pos'ing concern in the United States in direct touch with the advertising public, through its representative here. It is already conceded a success We will do all in our powerto aid it The undertaking has our hearty support.

C S. Houghtaling, New York General Contracting Agent of the Association. -It's a good thing and I will help push it along. I appreciate the necessity of this undertaking and am in accord with the same.

Edward Donnelly, Boston, Mass,-Beg to acknowledge yours of the 13th. You may be assured of our fullest aid to do what we are able to make the venture successful.

J. Ballard Carroll, Albany NY., Secretary -- It's a winner. With the united assistance of all our members the best service ever praduced is sure to follow. It can't fail.

Reese & Long, Scranton Pa.-We are pleased to see affairs shaping them selves toward the wished for point which seems sure to bring success. You have our best wishes.

J. H. Staats, Lockport, N. Y .- I wish you unbounded success. I am satisfied it will come your way, and doing so, must come ours

Newark Bill Posting Co., Newark N. J.-With every member of the Association at your back it will make bill posting the coming fad. This new undertaking completes the success of our Association Better service means more bill posting. It has our endor-ement.

American Bill Posting Co., Brooklyn' N. Y .- We will back the undertaking to the end. Without it our Association is like a mill run by water power, and no water. It will gain the confidence of the advertiser, and doing that will fill our boards with paper Good service means plenty of work.

Treasurer - I bespeak for the venture a man of the Grievance Committee at the success. Billboard display advertising Jamestown Convention. He has served has too long been neglected for other advertising methods, and now that its praises will be sung-by our direct repre- Repub icans of his district. sentative it will surely boom to the top May it live long and prosper

J. H. Gray of Willimantic Conn, in addition to conducting the bill posting business of his city, also manages Loomer Opera House.

our patrons. You have my best wishes.

Logan & Nelson Horrall of Washing ton, Ind., are reaching out after new

#### EDWARD A. STAHLBRODT, OF ROCHESTER N. Y.

Edward A. Stahlbrodt, whose portrait appears upon our first page, was born in Rochester, N. Y., December 15, 1860, and is of German parentage. He received his education in the public schools when at age of eleven years he entered the employ of the Evening Express Printing Company. Here he worked ten years, going through the various departments of 'devil" feeder, pressman, job and news compositor. In 1881 he engaged with the Caledonia Advertiser. and romained about two years. From there he went to Mt. Morris, N. Y, to take charge of the Enterprise office, but remained only a short time returning to Rochester. In the fall of 1884 he started in business for himself at 18 Mill Street where he began the manufacture of print ers' roller composition. In 1885 he added a line of printers' supplies, comp ising presses, inks, type, etc., and the following year began the manufacture of steam flour paste. The same year he also started a bill-posting establishment In 1889 these enterprises were consolidated and formed into a stock corporation, known as the Rochester Bill Posting Company. of which he is the manager, secretary and treasurer.

Last November in passing through Erie, Pa., he found the bill boards there so had that he at once opened up an office and now has one of the finest plants in running order, which also includes the manufacture of paste.

Upon the reorganization of the old International Bill Posters' Association, of North America and the general change of policy and name to that of that Association to the Associated Bill Posters' Association of the United States and Canada, at a meeting held at Chicago, Ill, July 15, 1891, Edward A. Stahlbrodt was unanimously elected as President. In 1892 at the Rochester Convention, and again in 1893 at the New York Convertion, he was re elected to the same office. In 1894 at the Philadelphia Convention, the by-laws were changed to give an Executive Committee full charge of the business matters of the Association, and Mr Stahlbrodt was elected its Chairman. Owing to the very important turn bill board display advertising had taken, it was found necessary for the Association to hold a Special Convention at Cincinnati, O, January 9th, 1°95, and there decided to open a general suite of offices in

New York City, under the representation of Mr Edward A. Stahlbrodt, where he is now situated.

Mr. Stahlbrodt is a member of Monroe Commandery, No 12, Knights Templar; Damascus Temple, Nobles of the mystic Shrine; is serving his second term as Exalted Ruler of Rochester Lodge No. 24, Jas. F. O'Mealia, Jersey City, N. J. B. P O. Elks, and was appointed chairtwo terms as school commissioner, and was nominated for assemblyman by the

> If the advertisements rather than the subscriptions make the publication of a paper at a low price possible, the chap who borrows a copy practically pays for it if he reads the ads. Unfortunately, however, the kind of man who prefers to borrow a copy of a paper is scarcely likely to increase the value of an ad to any extent, even if he reads it over forty times -Printers Ink.

#### DENVER NOTES.

The Curran Bill Posting and Advertis ing Company are doing distributing this month for W. T. Hanson Co., Schenectady, N. Y.

Mr. George Newton, Advance Agent Pawn Ticket 210" was in Denver last week. This was his first visit to this city. He is well-known all over the country as an advertising agent having been connected with some of the largest enterprises in the country, and also Pain's Spectular out door Shows We found him a good fellow.

The Curran Bill Posting and Advertising Company are doing a lot of posting this month for Scribner's Magazine which we received from Houghtaling's National advertising Service

#### **POINTERS FOR BILL POSTERS.**

We think that if bill posters will work to the advertiser's interest by making always the best show for him when his work comes to the office, and if the charter of the work is snipe, half-sheets, onesheets or three sheets that as soon as this paper is out, he should send a list of the routes or streets that have been worked with this paper, to the advertiser. If it is stand work, then the bill poster should furnish the advertiser a list and the date when all the stands were posted so the advertiser can check his paper up. It is nothing but fair and reasonable that the advertiser should check up posting, distributing or sign painting as well as he would check up his newspaper ads We make it a rule always to furnish list of routes and list of stands regularly every month, to oll advertisers that we are posting for.-Curran Denven

If you have an article of merit, a bar gain, a novelty or a good thing of any kind you owe it to the public to advertise it properly

Let your advertisements be timely and reasonable and there will never be any l lestion about their value.

Be prodigal with your space but never with your copy.

A little slang judicously used, is some times valuable, but two much means loss of dignity which is always to be greatly deplored.

#### PRETTY NEAR ALL,

We are happy to state that we now number among our subscribers nearly all the bill posters of the United States and Canada. The list of those who had not subscribed was carefully gone over during the last month and personal letters sent to each of them As a result, we are enabled to count among our subscribers every bill poster in the territory mentioned with the exception of sixteen. Of these latter two are not interested in our efforts on behalf of the bill boards. Eight have not assigned a reason and six cannot afford to subscribe. Arrangements will probably be perfected through Mr. Ed. Stahlbrodt or some other kind hearted missionary, where by even these few will receive the paper regularly before our next issue when we hope to be able to state to our subscribers and advertisers that we reach them all.

The constant repetion of the name of a proprietary article which ensues from dvertising it upon the bill boards ssesses many virtues. It fixes it firmly the memory of the most obtuse and when this is once accomplished its uses, merits or qualities are soon as ociated with it.

When you use posters say your say briefly, tersely and to the point.

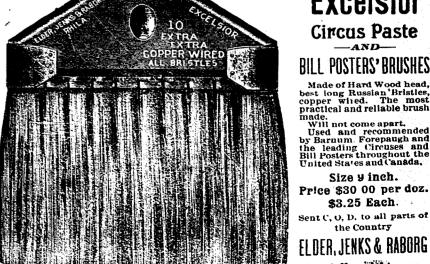
Change your posters often, not only the copy but the color style and general nnearance.

The bill boards accomplish in a single day what the newspapers are months in doing

Some people do not like to read advertisements and never look into the advertising pages of their papers and magazines; When you use the bill boards they cannot help themselves, they are und to see your poster and see it ofen.

Walker and Co., of Detroit, Mich., have a splendid clienteles. This is one of the most efficient and ably conducted services in the country. H. W. Walker is a memher of the Associated Bill Poster's Association, the Michigan Bill Poster's Association and the Protective League of American Showmen.





127 N. Fifth Street, Cor. Cherry.

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush Will not come apart. Used and recommended by Barnum. Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada,

**Circus Paste** 

-AND-

Size y inch. Price \$30 00 per doz.

\$3.25 Each. Sent C, O, D, to all parts of the Country

FI DER. JENKS & RABORG Brush Manuteturers PHILADELPHIA

Billboard Advertising.



Official Organ of Associated Bill Posters' Association

PUBLISHED EVERY MONTH BY

BILLBOARD ADVERTISING CO. No 11 W. EIGHTH ST., CINCINNATI, O.

## JAMES H. HENNEGAN, MANAGER.

SPECIAL ADVERTISEMENTS.-See page 2.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Adver-tising Newspaper Agency, Taylagar Buildings, North-umberland Ave., W. C. In Paris, at Brentano's, 17 Avenue de l'Opera. The Trade supplied by all News Companies Remiltances should be

When it is necessary to wire us copy and instructions for advertisements, great sav-ing may be had by recourse to the Donaldson Cipher. We are conversant with the use of the Code.

that unless speedily checked it bids fair

to have a vicious and lasting effect upon

\* \_ \*

IT cannot be denied that its effect so

far has been decidedly beneficial The

collectors it has created, the exhibitions

to which it has given rise, and the news-

paper and magazine controversy and

rected public attention to the advertising

value of the bill boards so forcibly and

effectively, that they have enjoyed a boom

such as they have never experienced

But now the time is at hand when its

further encroachment upon the domain

of legitimate art should be promptly and

effectually terminated It is no longer

original, no longer effective, no longer

anything but utterly wearisome and mo-

notonous. Having served its purpose

albeit exceedingly well, we shall be glad

to see it speedily relegated to the coun-

\*1\_ \*

near approach of spring, the season

which invariably brings with it a general

opening up of business and an era of

prosperity. The boards will soon be

aflame with the circus bills, which togeth-

er with the largely increased commercial

patronage, which has recently been di-

verted to them, will bring joy to the

hearts of bill posters everywhere. Let

us hope that the vision of bright promise

which is now breaking through the

gloom and darkness of financial disaster,

commercial uncertainty and national

stagnation will prove to be the long

looked for sun which will speedily dissi-

pate the fogs of apprehension doubt and

distrust.

The advent of March reminds us of the

tries from which it sprung.

nment which it has excited, have di-

American progress in artistic design.

Smaller advertisements 25 cents an agate SUBSURIPTION.

Oue Year, in advance, \$1 00 Months, 50 cts. Single Copies, 10 cts

panies uces should be made by cheque, post office or ney order, or registered letter. itor cannot undertake to return unsolicited

Cincinnati, Ohio.

#### ----ADVERTISING RATES.--

25 cents an agate line with the following liscounts, viz: 10 per cent off on advertisements amount-ng to over 20 lines and less than 80 lines. liscounts, viz; <sup>10</sup> per cent off on advertisements amount-ing to over 20 lines and less than 80 lines. <sup>20</sup> per cent. off on advertisement amount-ing to over 80 lines and less than a quarter

#### RUNNING ADVERTISEMENTS.

(Repeated or continued insertions.) Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisement 25 cents line subject to the regular discount on sin e insertious and the followin additions scounts, viz:

counts, viz: 10 per cent. off for three insertions. 15 per cent, off for four insertions. 20 per cent. off for six insertions. 25 per cent. off for twelve insertions.

The same discounts that obtain for single continued advertisements

SPACE CONTRACTS, Special rates on con-racts of 1,000 agate lines and upwards may 6 had on application. Changes in matter

Address all communications, for either the editorial or business departments, to

The Editor

heretofore.

BILLBOARD ADVERTISING CO. No. 11 West Eighth Street,

WE have had occasion to refer to the so-called new poster in these columns n previous issues, dismissing it each time with but little attention as in our estimation being crude, inartistic and wholly levoid of real merit, it seemed to be, but a fad of the hour and as such destined to out short life. . Now that this style howver has achieved so great a degree of opularity and extended to other branchs of graphic and decorative art, it deerves more than passing notice.

It is supposed to have been originted by Aubrey Beardsley in England, who was influenced in part by the prouctions of Jules Cheret, whose wonder ful creations in zincography have long een greatly admired in France. Doubtless both of the artists named were stronginfluenced by Japanese originals, but be that as it may, the style was hailed as omething new and for a time created a urore on the other side, especially in London

For the most part it was promptly reected by real artists, but a few enthusists with an o'er-weening fondness for he weird and fantastic took it up and by lint of collections and exhibitions suc eeded in forcing it into some considerale favor which resulted finally in its bekg adopted to a very considerable extent n this country.

Its chief exponents in the United States are Edward Penfield of New York nd Will. Bradley of Chicago, who have s is usually the case, accentuated and eightened its uninviting and incongruous features, until they have succeeded n producing results far more hideous nd soul disturbing than anything their ransatlantique confreres ever dreamed

This craze which at first promised ome slight good by reason of its return o simple, expedient and primitive treatnent has been carried to such extremes The County Fair.

#### It is The Great, Universal, Popular Amusement.

"Nearly five million people attend the county fairs of Ohio every year." says P T. Turpin of the Hamilton County Ohio Fair. "There are not that many people in Ohio, but thousands come from other States and many go several times which makes up the grand total, Every county in Ohio has a fair every year, which makes eighty-eight to start with: then some of the counties have two as for instance, Clermont, then there is the State fair, and in addition there are several fair associations, making a total of ninety five regular fairs. The numerous Harvest Home festivals are almost like fairs and there are scores of these. We have two in this county tht put up a show almost equal to the county fair-in fact superior to it in many ways. Country foiks to to the fair to meet friends and city folks go to get a refreshing brush with their country cousins and the fresh air. While I admit you might see more wonderful things in a city general store, there is no form of amusement so popular or sc really amusing as a county fair. It is a combination of everything. There you see fine horses fat pigs, sleek cattle, glossy sheep, and brilliant fcwls; you see racing on horseback, sulky and cycle; you see big pumpkins and the choicest of fruits and vegetables and grains, and the modern machinery which has made farming an occupation for the aristocrat: you see the delicacies baked by the farmers' wives and the pretty fancy work made by their daughters; you see the blushing girls, with their gawky beaus, and the grangers and grangeresses. The side show with the Circassian heauty and the sea monster and the lemonade and tightrope walker and ice cream and sword swallower and educated pig and shell worker-all are there in their glory, and the man with whips to sell and the card writer and the city band, and, in fact, the whole world is there to see it. The county fair is as immortal as Punch and Tudy.

' It is curious to see the management of the fairs pass back and forth from the hands of farmers to city men and back again-a continual fight I have been a director of the Carthage fair for about fifteen years in all. I went in first in 1870. There had been no fair the year before and the society was badly demoralized. The county owned the grounds and every building was attached by the sheriff. For several years we had to fight to keep the money we took in, The treasurer had to stand by the gate and spirited the money away as fast as taken in in order to save it. I remember one year they pressed us so close the treasurer would take the cash, hand it to one director, who would secretly transfer it to another, who would pass it along the line till the last man would hide it and the sheriffs got so confused they could not tell where to levy for it. One night they nearly captured the money box, but it was juggled around and finally came to me and I jumped into my buggy with it and drove on a gallop to the county infirmary and hid it. We had a hard time, but finally accumulated enough cash to buy up all claims against us at fifty cents on a dollar.

"In those days we thought we were doing well if we took in \$800 for the four proffers this support.

days; but now we take in a \$1000 a day and still hope to do better.

"As to our threat of withdrawing from the circuit, it is of no great importance, for all the object a circuit has in view is to prevent a conflict of dates, so that the same exhibitors may attend several fairs with their goods. It gives us some advertising to belong to a circuit. There is one unfair thing, though A woman, for instance, will make up a lot of fancy jellies and such stuff and carry it around from fair to fair, taking premiums every" where, because she is an expert, giving the farmers' wives no chance at all. Of course these professional exhibitors are the genuine producers of the stuff but it hardly looks right to let them thus take the prizes. Why, there are actually farmers who raise fancy stock for no other purpose than to exhibit it at fairs. They will not sell a pig or a cow, but keep the same animals from year to year to coin money with at the fairs. They start in early in the season and work a circuit; getting often thousands of dollars in a season.

Lou Roley who owns the boards at Pa-a Ills, also manages Haywards Opera House in that city.

L. W. Eaton the local paste demolisher at Auburn N. Y. thinks BILLBOARD is a spicey little sheet that has long been needed by bill posters.

Rife and Houck of Baltimore are pros pering

The Breslauer Bill Posting Company of Minneapolis subscribed for BILLBOARD last week

W. W. Scane one of the Bill Posters at Chathan, Ont., is also a lawyer. He works in connection with Stephenson, manager of the Planet Show Print Co.

Sanford H. Robinson manager of the American Bill Posting Company of Philsdelphia, writes that Elder, Jenks & Raborg are the best paste brush makers in the country. The recommendation is significant coming as it does from a man of Mr. kobinson's standing and experi-

Some few newspapers are growing funny over the motto of the A B. P. A

Chas. H. Day, than whom there is no brighter or versatile member of the showman s world is conducting the singularly fine page of circus news in the New York Dramatic News.

J. K Gwynn, manager of the St. Louis Fair Association, at St Louis, Mo., wants to hear from high class, novel and sensational attractions. He can be addressed in care of 509 Olive Street, St Louis, Mo.

E. L. Webster, city bill poster, at Sioux City, Iowa, is a member of A. B. P. A. and manager of Peavy Grand Opers House

A J. Turner, of Carlinville, Ills., owns all the boards in that thriving city, and combines bill posting with the vocation of news dealers.

The Olean Advertising Company is also the Olean Music Company.

I. E. Montrose, who owns the boards at Rock Island, Ills., is one of the more enterprising members of the craft.

L. A. Thomas, city bill poster, at Hot Springs, Arkansas, thinks that BILL-BOARD ADVERTISING is a good thing and

1.4

## ART IN POSTERS.

Perhaps when sufficient time has elapsed for these passing days to be viewed in their proper perspective, one of the most noticeable features will be the immense importance given to the art of advertising. No century has seen such an amount; and whether or not the scope of this characteristic field will continue to grow as quickly in the future as it has in recent years is a question only answerable by posterity. Were the coming advertisements to remain as common place and unindividual as the majority of those familiar to us have been in times past, and often are to-day, one would earnestly hope that posterity would answer us with a "No." But fortunately. these old, mediocre, and unoriginal ideas are gradually becoming out of date; and the enterprising business man sees that art, either pictorial or literary, and often both, must be linked with the announcements of his wares, if he would attract and please the public.

, One of the most quickly noticed of the every day sights of the city of London is the extraordinary amount of enterprise in advertising It would seem as though there were no place secure against the gigantic poster, the night transparency. or the tin and board announcements, of a size convenient for the bus or tram. A ride along the principal thoroughfares gives one a steady panorama of pill and medicine advertisements, announcements of cocoas, beef-teas, soaps, books and stationary, theatres, and other kinds of business innumerable. The stranger is naturally confused in finding the right omnibus, when advertising placards on the outside occupy larger and more conspicuous places than the name and route of the vehicle. With the traveler on the underground it is even worse, since the names of the stations are almost submerged in an ocean of soap and baking powder signs; and these notices are almost always of a most ordinary character -a dismal repetion of differing commonplace styles of types and colors-and all hideous.

The question whether there is not a remedy for this tedious monotony recurs constantly to the observer. Your correspondent believes that one is beginning to show itself having taken its inspiration from the example of another city, smaller in size, but greater in art -Paris.

As conspicuous for its advertising in a way as London, Paris goes about the matter in quite a different method and spirit. Seldom it is that one's æsthetic sense is offended. The Parisian bus is quite free from the shrieking placards of the English capital, while street advertising is limited to the circular or octagonal shaped "kiosques" (beautiful spots of color at night, with their hidden illumination), or to walls or boards, where it is not forbidden. The conspicuous Defense d'Afficher-the French equivalent for "Post no Bills"—is familiar to every vis itor to Paris, and the frequency of its presence shows with what care this city guards against the unsightly."

The name of Jules Cheret has by this time, owing to his general popularity, become known quite generally in the United States bu, it is in Paris almost solely that one sees his work in its proper setting. It is he who instituted the departure in the art of poster designing, and practically launched the school of

## Billboard Advertising.

already studied his productions, may not be amiss. Cheret's aim is always to produce a poster at once striking and harmonious, and in brilliant colors; and he therefore discards black and white, all secondary or tertiary colors, like purples browns and similar tones preferring the pure primaries .- red, blue and vellow. That his success with these is as great as his daring in the use of them is well known. The lettering of the poster is invariably designed by himself, in order to preserve the balance of the whole scheme. This is the only way. Lithography is the chosen process of repro duction, Cheret painting the design on the stone with his own hands .- a difficult and delicate process, requiring more skill than the making of the first design.

Cheret has almost invariably a large, central, dashing figure, usually a woman in a striking gown, and in the background a subordinate figure or two, to complete the composition The entire thought however, centres on this main figure, which explains the advertisement

It would be useless to attempt to name the most important works of this man who has produced so much. His affiches mount into the hundreds

The laurels, however, in the line of poster work do not rest alone with this perhaps best known man. There is another artist, rival of Cheret, who produces posters which are most eagerly sought the lovers and collectors of the origin This is Eugene Grasset, decorator illustrator, architect Not as widely known, perhaps, as Cheret, his poster have in them that knowledge of design and decorative color which places his work, in the estimation of many, on a higher level than that of his confrere.

With the great public, who give affiches but a passing glance, the work of Grasset must remain probably in the background, compared with the most flaming Cheret, so widely popular. His more retiring colors, his more classic arrangements of figures and accessories, his generally deeper ideas, render his work ore for the educated classes. Grasset has been at his best in such posters as that of Sarah Bernhardt in "Joan of Arc;" that of the "Fetes de Paris," of the "Librairie Romantique," Chocolat Mexicame," and others. His designs for various holiday covers for Harper's Bazar and Weekly may recall his style to some, otherwise unfamiliar with it.

Other men are more or less known in this field, of whom one might name Gullaume, Steinlin, and Willette

What has been the effect of all this on the vulgarity of British advertising? What will it be on America, working through the many students and constantly returning business men who see these things?

-In England to day there may be found few men whose efforts in the line of artistic advertisements show individuality and stand out in shining contrast from all the other work which chances to surround it

It is with a feeling of pleasure that one sees, amid a desert of most ordinary posters, such an original one for instance as that of Dudley Hardy announcing the St. Paul's Magazine. It is a simple almost archaic, figure of a woman holding a lily, while a decorative line of smoke curls behind her. The words "St Paul's" in red, old English type at the top. form new ideas. To day his followers are the only lettering on the sheet, while the many. His ideas, to those who have not immense amount of white paper effect-

ively separates this advertisement from all its neighbors.

Dudley Hardy, an English illustrator, admittedly drew his chief inspiration in poster work from the pioneer, Cheret, but e works out his own ideas in a personal way. "Simplicity," he says, in a short article in an English magazine, "will be found the secret of success. For example, single fiigures are more effective than a group . . . Neither do I believe in the necessity for a background." Red is Hardy's most effective color, and he also considers yellow admirably adapted to such work. His "Yellow Girl" is a proof along this line, and forms one of he most dashing of wall posters.

With Cheret, Dudley Hardy holds to he doctrine of having the lettering done by the same man as the rest of the design. He is much superior to Cheret in the style and shape of his letters. The poster designs of the "The Yellow Girl," 'The Gaiety Girl," in red, "St Paul's," and 'To-day" are conspicuous examples of his work.

The illustration given herewith of the lvertisement work of Aubrey Beardsley a fair, though by no means extreme, ample of the style of this most eccenc of fin-de-siecle artists. His doctrine -hat advertising is an absolute necessity of modern life-is indeed a true one, and his theory-that 'if it can be made beautiful as well as obvious, so much the better for the makers of soap and the public likely to wash"-18 likewise good. Anbrey Beardsley has produced more in the line of book illustration than in poster work : and this, in fact, may be said of many of the most successful workers in this latter field His productions have been both too much praised and too much decried by the American critics for one to dwell farther upon it here The accompaning illustration is 20 x 30 inches. the colors being dull red in the dress, dark orange-yellow in the hair, and bright green for the leaves of the tree. Beardsey can be seen again on the cover of the Yellow Book and in other late English publications. He has a host of imitators.

If one asks what is the chief characteristic of this new movement in pictorial advertising, the answer must surely be, 'Simplicity and the use of one or two figures, and a very few pure colors in uasses." Some of the best workers in the field hold that the design need not necessarily have any distinct relations to the article of merchandise whose virtues it is supposed to publish The main obect is to catch the eve by a beautiful spot of color or an agreeable arrangement of form The legend on the poster furnishes oftentimes sufficient mercantile in 'ormation

On a sunny afternoon, a short time ago there was seen near the Champs Elysees a bright red figure moving along a street but a short distance away, visible through the trees The eve could not escape the brilliant scarlet color, and followed it until it turned a corner and approached when it was seen to be a poster of Jules Cheret's displayed on one of the street advertising carts, pushed by men. The a fliche was an announcement of the Palais de Glace, near by, were skating on artificially frozen ice may be indulged in at any time; and it showed a dashing skating figure in a brilliant red cloak. The background of ice and atmosphere was was rendered in one or two simple tones of blue, which threw out the skating girl with wonderful effect.

The ability of such bills as this and others of its kind to catch the eye at a great distance and hold it to closer examination is the secret of their success. That America has produced some creditable posters must be admitted, but that there is still a wide field there yet unworked, is true The improvements of the future must be along the lines of greater simplicity, fewer and richer colors, the use of less black in the pictures. and a wider knowledge of design. That there has been almost no demand for the sort of work such as Paris has been turning out for a number of years in one great reason why no men have risen to lend a needed charm to one of the features of our American cities namely, our billboards. - The Engraver and Printer.

#### A Word to Circus Bill Posters.

The coming season will be one that all circus owners will vie with each other in presenting to the public the latest novelties in the most pleasing manner, and they will need the hearty co-operation of every man in the advance brigade Now how to work with care and judgement is no idle admonition, for the man who is industrious and steady is bound to obtain a better position next season. To day there is hardly an agent of any prominence who did not commence as a billposter. Besides if you try you have as much right to succeed as any one else. It may be some years but it will eventually come. To drink, to act fresh and indulge in acts of insubordination is to put stumbling blocks in your own pathway. The day for the drunkard and laggard is gone and no owner of a show cares for them. As an occupation the business is improving and the men engaged in it ought to feel proud of it. The writer of this article is no preacher, but he has been in all stages of life, in amusement circles and he knows whereof he speaks, so boys when the call is sounded in a few weeks, start prepared to do your level best and your reward will surely come. Let's all pull together for a good long season, and to country-routers, to excursioners, to towners, to lithographers and to programmers, let me say there is a future for every one of you, if you but try and keep a trying all season; you will be the winner if you but persevere

Pictorial display lends added value to poster advertising but is by no means indispensable.

The value of bright colors both in ink and paper for billboard usage cannot be over-estimated.

Retailers shou'd use posters tirelessly no other medium meets their requirements so effectually.

Never use cuts to illustrate your wares unless the cut reflects credit upon them. In preparing copy remember it's the way you say it, that counts' You may say a thing a thousand times without deriving any great benefit therefrom. unless there is a convincing ring to your statement.

Mauberret's Printing House of New Orleans, the largest of the show printers of the South has recently been merged into a Limited Company with Victor Mauberret as president and A. D. Gaveto Treasurer and General Manager

J. M. Dishon of Terr Haute, is one of the most enthusiastic members of the craft.

### Billboard Advertising.

News From The Fairs.

NOTES. HAPPENINGS. COMMENTS.

### FAIR DATES FOR 1895.

The Worcester East Agricultural Society at Lancaster, Mass., September 12 and 13.

Highland Agricultural Society at Mid dlefield. Mass., September 4 and 5.

Spencer Agricultural Society at Spencer, Mass. September 19 and 20

The Housatonic Agricultural Society at Great Barrington, Mass., September 25, 26 and 27.

The Marshfield Agricultural Society at Marshfield, Mass., September 11, 12 and 13.

The Hoosac Valley Agricultural Society at North Adams, Mass., September 17, 18 and 10

Martha's Vineyard Agricultural Society at West Tisbury, Mass, September 17 and 18.

The Hillside Agricultural Society at Cummington, Mass, September 24 and 25 South Middlesix Agricultural Society at Framingham, Mass ,September 10 and

Hingham Agricultural Society at Hingham, Mass., September 24 and 25.

The North Middlesix Agricultural Society at Lowell, Mass., September 12, 13 and 14.

Mass Horticultural Society at Boston, Mass, October 1, 2 and 3.

Nanatucket Agricultural Society at Nanatucket, Mass., August 29 and 30.

The Oxford Agricultural Society at Oxford, Mass., September 17 and 18.

Plymouth County Agricultural Society at Bridgewater, Mass., September 5.6 and 7.

Hampshire, Franklin and Hampden at Northampton, Mass., October 1 and 2.

Hampshire Agricultural Society at Amherst, Mass., September 24 and 25. Attleboro, October 1, 2 and 3.

Barnstable Mass, September 10, 11 and 12

Berkshire at Pittsfield, Mass, September 10, 11 and 12,

Blackstone Valley at Uxbridge, Mass., lo 27. September 24 and 25.

Bristol at Taunton, Mass., September 24, 25 and 26.

Deerfield Valley at Charlemont, Mass., September 12 and 13;

Franklin at Greenfield, Mass, September 19 and 20,

Hampden at Springfield Mass, September 10 and 20

Essex at Harverhill, Mass, September

18 and 19. Eastern Hampden at Palmer, Mass.,

September 17 and 18. Amesbury and Salisbury at Amesbury,

Mass., Septemcer 24, 25 and 26. The Weymouth Agricultural Society at South Weymouth, Mass., September

26, 27 and 28. The Worcester Agricultural Society at Worcester, Mass, September 3, 4, 5 and 6

The Worcester South Agricultural Society at Sturbridge, Mass., September 12 and 13.

Nashville, Tenn., Sept. 1 to Nov 30. Avon District Agricultural Society, Avon, Ills, Sept 17 to 20.

Tennessee Centennial Exposition, at

The Worcester North Agricultural Society at Fitchburg, Mass., September 17 and 18

The Worcester Agricultural Society at Barre, Mass., September 26 and 27.

The Worcester Northwest Agricultura Society at Athol Mass., October 1 and 2. Carthage Fair, Hamilton County, Ohio, August 13 to 16.

Wisconsin State Fair, Milwaukee, September 16 to 21, inclusive.

Richland County Fair, III, will be held Sept. 10 to 13.

Pana Union Agricultural Board Fair, Pana. Ill, Aug 27 to 30.

Phœnix Union Agricultural Society Fair. Phœnix, N Y., Sept. 24 to 26.

St; Louis Fair Association, St Louis, Mo, Oct 7 to 12, inclusive.

Eastern Farmers' Carnival, Inter-State Fair, Trenton, N J., Sept. 37 to Oct. 4. Elmwood Fair Association, Elmwood,

Ills . Aug. 20 to 23. Montgomery County Fair, Crawfords-

ville Ind. Sept. 9 to 13 Mercer County Fair, Stoneboro, Pa.

Sept 24 to 26. Ottumwa Fair, Ottumwa Wapello Co., Iowa, Aug. 19 to 23

Morris Fair, Ottawa Ill, August 6 to o inclusive.

Tazewell County Fair, Delavan, Ills., Sent 10 to 13 inclusive

Rockville, Md., Fair Sept. 3 to 6. Grange Fair Association, Tilton, N. H., Sept. 10 to 12.

Alexandria Fair, Alexandria. Tenn., Sept 19 to 21.

Washtenaw County Fair Association, Mich, Sept. 14 to 17.

Joslin Fair Association, Joslin, Ills. Sept. 10 to 14.

Mendota Fair Association, Mendota, Ills., summer race meeting, July 9 to 12. Freeport, Ills., race meeting July 22

Frederick County Fair, Maryland, Feb-

ruary 8 Washington County Fair Maryland,

Feb. 15 Chautauqua County Agricultural Society arranged dates as follows: Jamestown, Sept 2 to 5. Warren, Sept. 10 to Corry, Sept. 17 to 20; Randolph. 13

Sept. 20 to 24. The meeting was held in Iamestown, N. Y.

St. Johnsburg, Vt, Fair will be held Sept. Io to 12

Waverly Driving Park Association, Ia, race meeting, July 3. 4 and 5.

WAIT FOR SAMPLES OF

FAIR BILLS -Issued by-

The Donaldson Litho Co., Cincinnati,

Beautiful, Attractive, Up-to-date.

The Winchester, Ohio, Fair Board has again reconsidered its dates and now has fixed on Sept 18 to 20

A new County Fair Association was organized at Greensburg, Ills., a short time ago

The Colur: Jus Fair Association has been organized at Greensburg, Ind. Flora, Ind is earnestly engaged in

perfecting a fair organization. Greensburg, Pa, has organized a new

Fair Association which will make a spec ialty of conducting good races

The Nebraska State Fair will be held at Omaha for the next five years.

Race meetings are announced for the Union Driving Park at Council Bluffs, Ia The first meeting will be held in May, fifteen dave.

There is a movement on foot to reorganize the Argicultural Society at Chippewa County, Wis.

The prospects for a Fair at Holly, Mich., are exceedingly bright,

A movement is on foot to organize the Bullitt County, Ky. Fair Association

Napoleon Fair Association. Napoleon, Ohio, is now re organized.

Limestone County, Tex. Fair Asso ciation, was chartered lately.

The Wright County, Mo., Fair Asso ciation was recently incorporated.

#### State Bill Posters' Association, of Illinois

The Illinois State Bill Posters' Association

F. D. Kyes, Washington; A. J. Turner, Carlinville; L. J Johnston, Springfield; F. B. Kirch, Galesburg; Lou Roley, Pana; C. Bishop, Petersburg; L. E. Tieman, Belleville: Frank P. Meyers, Danville; Chas. E. Perry, Bloomington; W. R. Cot trell, East St. Louis; C. E Maxwell, Lincoln; James Bond, Lockport; W. M Sauvage, Alton; Hugh Hall, Litchfield: Richard Wahler, Freeport; F. W. Jenks, Elgin; Miller Bros, Rock Island; Frank Anderson, Moline; James B. Arthur. Clinton; Born Marvin, Aurora; C. H. Hodkinson, Ottawa; Geo. W. Starks & Son. Jacksonville; The Dan F. Cline Bill Posting Co., La Salle; Chas. Duisdicker, Pekin, Stone City Bill Posting Co., Joliet; American Advertising and Bill Posting Co, Chicago; The Peoria Bill Posting Co., Peoria; H. F. Malinski, Cairo; R. J. Moore, Centralia; Peter Ketting, Peru. Louis Elliott, Kewanee; S. L. Nye, Champaign; Fred Smith, Maycomb.

Since the Curtis Publishing Company of Philadelphia, took up Dr. Parkhurst, that much advertised divine is almost as much in evidence as the man that was cured of catarrh.

Frank Haight, "the boy advertiser," of McVicker's, Chicago, has been there quite a while, and his relations with Mr. Sharp the business manager are most cordial. McVicker's owns more special stands than any other house in Chicago, and Frank looks after them and keeps all kicks from the box office.

Chas. Astor Parker for several years connected with the Grand Opera House, of Minneapolis, and at one time its manager, will on Sept 1 return to that city, having been engaged as assistant to Manager Hays, of the Metropolitan and Bijou Theatres, as press agent He will certainly receive a hearty welcome from a host of friends.

#### NEW YORK OFFICE

Associated Bill Posters' Association

OF THE

UNITED STATES AND CANADA. 504-510 Cable Building.

Broadway, Cor, Houston Street.

Ed. A. Stahlbrodt, Representative.

## LIST OF MEMBERS

#### OF THE

ASSOCIATED BILL POSTERS' ASSOCIATION.

Of the United States and Canada.

	-
NAME.	LOCATION.
Albany City Bill Postin	g Co, Albany, N. Y.
American Bill Posting	CoChicago, Ilis.
American Bill Posting	Co, Philadelpeia, Pa.
American Bill Posting	CoBrooklyn, NY.
Bryan & Co	Cleveland, Ohio.
Breslaur, M Brooks, J. H.	Minneapolis, Minn.
Branhan, W. T	Aurora Mo
Burton & Lambert	
Blakeslee, Col. Joe	New Haven Conn
Burr, T. W Curran, Jas. A. Bill Pos	Baugor, Me.
Curran, Jas. A. Bill Pos	ting Co. Denver, Col.
Cream City Bill Posting Cline, D. F	CoMilwaukee, Wis.
Castner, Geo	Syreeruse N V
Cline, J D	New Albany, Ind.
Clayton, C. K.	Niagra Falls N V
Chamberlain, F. W	Burlington, Iowa
Chapman Co., John	Cincinnati, Ohio.
Dubbs; C. E Donnely Sons, J	Springfield, Mo.
Dooley, M. J	Boston, Mass.
Eaton, L. W	Auharn V V
Garlick, J	New Orleans, La
Haskins, C. F	Providence, R. I.
Heverin & Bro	Louisville, Ky.
Houghtaling, C. S	New York City.
Heilig, S. (	Tacoma, Wash,
Harnois, C. A Hamond & Co	
Indianapolis Bill Posti	ne Co
	Indianapolis, Ind.
Jennings, H. H.	Bridgeport, Conv.
Kelly, F F	Palmyra, N. Y.
Kindt, C. F	Davenport, Iowa.
Ransas City Bill Postin	g CoKansas City, Mo
Kerth, F	
Leonard, George M	Grand Rapids, Mich.
McAllister & Son W. J	Troy N V
McQuegg, John Mrs Moxley, Lloyd	Ironton, Ohio.
Moxley, Lloyd	Washington, D. C.
Mulvihill, Thomas Miller Bros	Columbus Oble
Munro, D. G	Port Angelog Wash
Manchester, H. E.	Fall River Moss
Newark Bill Posting Co.	Newark, N. J.
D'Mealia, J. F	Jersey Clity, N. T.
D'Mealia, J. F	Bayonne, N. J.
Price Advertising Co	Toronto, Ont.
Partridge, A. V Rife & Houck	Poltimore Md
Ramsey & Co	Lexington Ky
Robinson, Geo	
Reese & Long	
Stahlbrodt, Ed. A	Rochester, N. Y.
Scott, L. N.	St. Paul, Minn.
Shaver, A. P	"Birmingham, Aia.
Staats, J. H Southern Bill Posting	Knownille Tenny
fyner, H. H.	
Fucker, W. L	Memphis. Tenn.
Van Buren & Co., A	New York City.
Walker, W. H. & Co	Detroit, Mich.
Watson & Price	Hannibal, Mo.
Webster, C. L.	Sloux City, Iowa.
Western Bill Posting Co	Salt Lake, Utah.
Whitmier & Filbrick Walker, G, H	Nan Antonia Ta-
	ALL THOURS, ICX.

#### Among the Agents.

Geo Cummings is hard at work looking after the billing of Palmer's Theater, New York. It is whispered that George has landed a good summer job.

William A Shaw of the Park Theater, Brooklyn, is not a giant in stature but he makes up for it in energy. His work stands out but he is not given to extravagance, and he is hot after the bill pos er all the time.

Joe Hild, of the Bijou in Brooklyn, is certainly giving the best of satisfaction, as Manager Harry Kennedy, speaks in the highest terms of his able lieutenant.

season

"rush-in

he can help it

the country.

## Billboard Advertising.

The Rochester Bill Posting Co.,

ED. A. STAHLBRODT, Manager. Bill Posters, Distributers and General Advertisers. No. 16 and 18 Mill Street, ROCHESTER, N. Y.

#### **PORTRAITS & POSTER PICTURES** There was a remarkable art exhibition

at the Union League Club recently. It is

really a double exhibition, and should be

considered as such, otherwise the iacon

Charlie Zimmerman, the hard working advertising agent of the Eupire Theater Indianapolis is making a strong hit for circus work this summer He is sure to land at least one big show; he has the boards and can give them a great showing.

Geo. Collier of Boston gces with Scribner and Smith's Circus the coming

Charlie Welch still manages to keep away to the front at Hoyt's Theatre, New York He is one of the few modest men in the business that positively refuses to allow his features to be portraved in print. He presides over the door of that cozy house, and woe to the tin horn sport that tries to give him the

Sam M. Dawson, of Heuck's Opera House, Cincinnati, has been engaged as special agent for L. W. Washburn's Big Allied Shows, and will commence his work about May 1st, Samuel does not propose to loaf in summer any more if

Sam Lowenstein is keeping up his lick as an advertiser for Bagan's in St. Louis. His efforts never seem to lag, and every week he seems to better his showing.

G. H Hartford, the energetic advertising agent of the popular Fountain Square Theatre, Cincinnati, is to manage one of Ringling Brothers' advance cars the coming summer. He has made an enviable record for himself and he will no doubt make a hit in his new position.

Kerry Meagher, of the Haymarket Theatre, Chicago, is putting in some telling licks for his house, and all the agents say he is one of the best men in

William Russell continues to keep the Columbia Theatre, Chicago, well up in line. He is a hard worker, and his men cover the town nicely every week.

R M. Gulich & Co., managers of the Bijou Theatre, Pittsburg, are certainly fortunate in possessing an advertising agent like Cliff Wilson, whose work never fails to please, and every agent and manager are loud in their praises of Cliff as a hustler and a gentleman.

gruous juxtaposition of portraits by early American painters and posters by the most advanced exponents of the new bizarre school is without excuse It is the exhibition of poster pictures that is novel and extraordinary This Phase of picture art, which is simply the modernization of Japanese themes and methods, had its origin in France England took it up and now America follows suit. ' The exhibition at the Union League is comprehensive and illustrative at the same time of the principals that govern art achievements in the three countries.

Fancy, which is the dominant factor in this work, finds its most graceful and daintiest expression in the French, sketches. Eccentricity supplants imag ination in the work of the Englishman, The Americans, as usual in art, take their cue from the Frenchman. The exhibition comprises sketches by Cheret, dashing and spirited ; by Steinlen, clever, realistic, and suggestive, by Gasset, decorative and interesting; by Beardsley, hideous in drawing and discordant in color: by Penfield, felicitous in color orality; and by Rhead, effective in lines and curves. The bill boards are beginning to show the adaption of these striking designs in their proper functions of advertisements .- Chicago Tribune.

#### LEANDER RICHARDSON.

If it be true that one is best judged by his enemies, then indeed Leander Rich ardson is a man of most striking and remarkable personality.

Frank, fearless even pugnacious in disposition, he has created and is creating a most bountiful portion of foes, a circumstance by the way which seemingly affords him but small concern as he continues to pursue his chosen avocation paying but scant heed or attention to his etractors

His prolific and brilliant pen is fast elevating the Dramatic News, to the en. viable station of influence and popularity which it wielded and enjoyed in the days before financial disaster first overtook it:

#### Death of J. Harry Crowell.

After an illness of ten days J. Harry Crowell, advertising agent of the Colum bia Theatre, died February 4th 1895, in his apartments at the Hotel St George. He was twenty-six yearsold. Peritonitis was the cause of death. He leaves a mother, brother and sister. The body was interred in the family plot in Rahway, N. Y.

#### WHY DO THEY?

If the bill boards are not superior to newspaper space in point of advertising value, as many papers affect to believe why is it that these self same papers invariably resort to the boards in preference to all other mediums when in need of advertising ?.

#### Publishers' Corner.

THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters, Distributers and General Advertisers,

No. 10 North Park Row. ERIE, PA.

The success attendant upon our special offer to bill posters has been so pronounced, that we have decided to reduce the rate. Hereafter we will sell twelve three months' subscriptions for one dol lar. Those hill nosters who have not as yet tried the efficiency of their journal as a solicitor should avail themselves of this great offer without further delay. It stimulates interest in the billhoards demonstrates their value, and creates new adherents to this form of advertising wherever it goes

> 3 3 3 **OUR CIRCULATION:** her 1804 issue a fea annie

почешьет, 1094,	issue,	2,050	copies.
December, 1894,		6,500	**
January, 1895,	46	10,000	
February, 1895,	1	10,100	"
March, 1895,	44	10,250	44
§	3	2	

The advertising columns of this paper possess advantages of peculiar value to bill posters, poster printers, and general advertisers In the first place, every one of its subscribers are in erested in advertising in some manner, and many are directly interested in poster advertising. econdly, it is read carefully, and then as carefully filed away for future reference Thirdly, the widely varying character of its subscribers places it upon a par with any publication catering only to so called 'general reaedrs." For these very obvious reasons, it should not be be regarded as purely a class publication nor, in any sense, a trade journal. 2 2 2

If you want more business, bear in mind that BILLBOARD ADVERTISING is the best solicitor you can employ. It appeals to all people in want of your services and never intrudes upon those who do not.

This Journal Free -- Present subscribers to this journal may obtain their own copy for another year free by doing a little work among their friends If you will show this copy to your friends, and send us five subscriptions at ninety cents each, we will send you the journal a year as payment for your trouble.

2 2 3

Renew Promptly.-Many subscriptions expire with this issue, and under the present management, the names of subscribers are stricken from the list at the end of the term paid for. Renewals should therefore be sent in promptly so that a number may not be missed or re ceived late If possible, send with your renewal the subscription of some friend whom you know would enjoy the monthly visits of this publication

8 3 3

Newsdealers throughout the country take subscriptions for this publication If you are an occasional buyer of the journal, but prefer to have it sent regularly to your address by mail, send your subscription direct to us or hand it to it to your newsdealer, as you prefer.

Special Offer **Donaldson Guide** AND A Year's Subscription to Billboard Advertising.

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Show Printers of America that has ever been published. It also contains the complete code of the Donaldson Cipher, by the use of which great saving in the matter of telegraph tolls may be had. The regular price of the Donaldson Guide alone is \$3 00, hence, we afford you an opportunity to practically get your subscription free of charge.

## Now is the time to Subscribe.



Modern Mechanical and Scenic Effects.

Over twenty-five years experience. Designs and Estimates cheerfully furnished Office in Donaldson Litho. Bldg., Cincinnati, O.



For Twelve Three Months' Subscriptions to

Billboard Advertising





## THE BEST WAY.

We live in a rapid age, in an age of Steam and Electricity. We think quickly and act quickly, but the public have so many things to see and to do that they have no time to chase up attractions, they leave all the hunting to the other side. But the public are always on deck, ready to be captured if the matter is presented to him in a "catchy" way.

This is the first, last, best and only principle of advertising-to catch the public. But hold! Cheapness is an important consideration in these days of close figuring, but when the best method of advertising is the cheapest, when the best will put the most money in your pocket at the least cost, your case is made out, your way is clear; there is only one thing to do, and that is to advertise that

way. This is so fundamental, axiomatic, that the man who waives it or ignores it takes hold of a live wire as soon as he embarks in any business venture. There are many ways of advertising, but there is only one "best way." All other methods are mere adjuncts, auxiliaries, helpers, subordinates to billposting. There is not a doubt of it Billposting is the thing.

Now let us see if it is not. Every bill is a stereopticon, blazing a perpetual picture in bright colors and great letters on the eye and brain of every passer-by, old or young, grave or gay, virtuous or vicious willing or unwilling, by night or by day ceaselessly everywhere. The whole population is its audience, its circulation is always on the move, the active, busy. throbbing community, and herein it differs from the newspapers-it costs the people nothing. Every corner, every wall

every fence tells the same unvarying story plain, pointed, direct, understandable. It says only one thing, and keeps on saying it forcibly. "Mater studiorum est repetitio"-the

mother of study is repetition-and the mother of advertising is that same talkative lady "Repititio." "Action, action, action," says Demos-

thenes, "is the essence of eloquence"and of billposting, too. Does circulation circulate? Yes! Dis play "ads" do, for the human tide on the

street is the circulation of the billboards, and it ebbs and flows, and never sleeps; for posted bills are never folded and never pocketed. They are always talking and talking loud, for 24 hours a day, and never talking to empty benches. They are up before us in the morning, for they have been out all night, but they are nevertheless, always ready for a hard day's work, bright-faced and smiling.

And, even in their ragged, tattered fragments, fluttering in every vagrant breeze, like the grimy garments of the diamond-digger, they are eloquent o much activity and many golden dollars earned. In advertising the main, the only thing

is to reach an audience-the public. All methods have that one point in

common, but some are and must be better than the rest. Some methods discharge many blank shots, and worse still and more of it at no target at all. Bills are dead shots; they never miss.

Buffalo Bill uses thousands of them-and is he a winner or not? The English word, "bullseye," is not

"bullseye" at all; it should be "billseye," because a posted bill is sure to be seen.

### Billboard Advertising.

Now look at the circus men of the country, the inventors, developers, perfectors of display advertistng. They never set bounds or limits to their conspicuous paper exhibitions on the wall. They were keen observers of life; they had no o'her book than human nature, and self interest left no page, line or letter of that humun book unread That knowledge, that experience, filtered through their great brains and plastered every wall in town with gigantic pictures of what they had for sale and what their people could do. Right on the heels of the colored stimulant of the billboard came the whole aggregated machinery of the circus procession moving through the streets.

The very names Barnum, Bailey, Forepaugh, Doris, Cole and the Ringling Bros., etc., are a liberal education in the science and art of advertising successful advertising, display advertising !

They knew, and everybody knows, that there is always an aching longing for diversion in the human heart. The public must, and will be amused, and they started in with a few pictures to tell them exactly what that want, that longing, was, and how to satisfy it, and, incidentally, to gather in their dollars.

The names of Barnum and Forepaugh are known and marvelled at in places where the fame of the New York Herald and London Times has never penetrated. The displayed "ad" on the loneliest rock that juts its melancholy bleakness above the trackless waste of ocean proclaims a perpetual story of business, and the Cape Cod whaler, as he pulls and hauls and tacks around it on his homeward way, will carry with him, long after he has dropped sa'e anchor, in Massachusetts Bay, an imperishable memory of the business tale 1t told.

This is a literary age, we are a cultured people, and yet we don't read half as much as we think we do. We are idlers loiterers, dalliers, loungers, saunterers, strollers, through the columns of the newspapers.

We are lazy and luxurious epicures. and we skim the "bills posted at the head of the columns namely, the display heads, and if they should happen to strike our fancy, then we go diving for the pearls, or delving for the nuggets, deep in the recesses of the columns. And this is the way we treat even the news columns on the front page Just think of the little, dirty-faced, small boy of an advertisement on the third gallery last row back. Lordy! It would take Stanley Africanus to find it. Is there a picture in the column? That is the billb ard. Is it col ored? More and more blllboards; only they are bills working at a disadvantage -elbowed out of the way by entertaining latest news and scandals.

Something must strike our hursied eye and jaded fancy, and a bill posted is a brain clot. It says only oue thing, and means it. You got to have at least a nodding acquaintaince with it, and yon feel that you ought to have, because everybody else has Nobody ever fell asleep over blazing, glaring, staring posters On the contrary, being generally located on the corner or intersection of streets, they have roused up many a halfhypnotized fellow from his tra ce and prevented his being run over by an approaching trollev

Bills posted are eye-openers, the title page and table of contents, and opening 127 N. Fifth Street, Cor. Cherry,

chapter of the book. The continuation and details of the story may be sought for elsewhere, and that continuation may be absorbing, captivating, entrancing, but the fellow who never hears of the title or beginning, will never hanker after the end of the story.

Apply the doctrine, of chance, or probability to the reading and seeing of the different kinds of advertising. Apply also, your own experience in seeing and reading adver.isements spread out all over a great city in the most approved fashion on a large billboard A single glance will paint the picture and tell a tale; this glance repeated many times on many days, in many places, impresses such a picture on the mind inde ibly; and such a picture stands alone,full of force full of meaning, like a story in a telegram.

How many people never read a newspaper? More than you think! They must be stupid, you will say. Say they are! But there are many educated, cultured people who read the newspaper every day perhaps several papers, who rarely read an advertisement Why? Because they read newspapers in a special way, the way the majority of people read them looking only for news, looking only for views and opinions, and certain advertising pages may escape them for a week and particular advertisements for a month or forever. Is that so? Well you know it vourself.

Take, on the contrary, the attractions that come to our local theatres every week. They begin their billposting on Thursday and have it all completed and everything covered by Saturday night. They never think of advertising in the papers before Sunday. By Saturday evening there is hardly a man, woman or child in the city that has not been "waylaid," "knocked down" and "snap-shot" by the triumphant victorious poster

There is a large population in every city who see little of the Sunday papers. and less of the advertisements, and they do not want to see them. But the rarest devotee who lives in an ecstasy of reli gion, the demurest Quaker maiden, in garb of gray, the rigidest moralist of unbending, unyielding principle, as they saunter, book in hand, on Sunday morning, must carry living, burning pictures of the latest attractions, even into church.

This is advertising; but it is bill posting, too, first of all, and it takes the public by throat like the Standard Oil, or Bell Telephone, and says: "Hold! Attention Stand and deliver!"

The public must stop, look, listen to the story of the billboad, and if an objectionable bill is posted, how very soon do the ministers of religion and the guardians of the peace discover it?

There are some things that are never seen, but it is not the poster. There are some things that you need not see, but it is not the poster. There are some things that you can dodge, avoid, escape, or turn away from, but not the poster.

It is unavoidable as death and taxes and, like the atmosphere, it is omnipresent, all pervading, universal.--.S. H. Robison

#### JOHN H. GRAY.

John H. Gray,, Bill Poster, Willimantic, Conn. For the past four seasons the Loomer Opera House in that city, has been leased and successfully managed by Mr J. H. Gray, a gentleman who for six years was contracting agent for 'Lee's London Circus and at different times has been with other circus companies and who has had, all told, upward of twenty years experience in amusement enterprises. He also, for twenty-two years, has done all of the bill posting in and about Willimantic and this work is of a nature to easily fit in with the managing of the opera house Mr. Gray has more running feet of billing space, than any three other cities of this size in New England Long experience and wide acquaintance in the profession enables him to judge pretty accurately the public taste and his aim is to secure the best attainable talent in the different lines. All of the booking for the opera house is done by him and for the coming season he alreedy has booked some of the strongest road attractions Mr. Gray is also the superintendent of the Willimantic Fair Association.

The Chapman Boys, of Cincinnati, O, are reaching out after more business. They have just closed a contract for the advertising priveleges for the Cincinnati Base Ball Park, which includes inside and outside fences. Their service is thoroughly admirable in every respect.





**Circus Paste** 

Will not come apart. Used and recommended by Barnum. Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada.

Size 9 inch. Price \$30.00 per doz. \$3.25 Each

Sent C. O, D. to all parts of the Country

ELDER, JENKS & RABORG Brush Manufacturers.

PHILADELPHIA.



PUBLISHED EVERY MONTH BY

## BILLBOARD ADVERTISING CO. No. 11 W. EIGHTH ST., CINCINNATI, O.

## JAMES H. HENNEGAN, MANAGER.

#### 

25 cents an agate line with the following discounts, viz: 10 per cent off on advertisements amount-ing to over 20 lines and less than 80 lines. 20 per cent. off on advertisement amount-ing to over 80 lines and less than a quarter of a page.

RUNNING ADVERTISEMENTS.

Repeated or continued insertions.) Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisement 25 cents a line subject to the regular discount on sin-gle insertions and the followin additional discounts, viz:

10 per cent. off for three insertions. 15 per cent. off for four insertions. 20 per cent. off for six insertions. 25 per cent. off for twelve insertions.

**BEAD** WIG NOTICES.—With **SE** or  $*_{2}$ \*, 50 sents per line brevier measurement, (which of the same discounts that obtain for single and continued advertisements.

SPACE CONTRACTS. Special rates on con-tracts of 1,000 agate lines and upwards may be had on application. Changes in matter

No. 11 West Eighth Street,

Smaller advertisements 25 cents an agate SUBSURIPTION. One Year, in advance, \$1 00 Six Months, 50 cts. Single Copies, 10 cts

Billboard Advertising is sold in London at Low's Exchange. 57 Charing Gross, and at American Adver-tising Newspaper Agency, Trafalgar Buildings, North-umberland Aze., W. C. In Paris, at Brentano's. 17 Avenue del Opera. The Trade supplied by all News Companies. Remitances should be ----News Companies. Remittances should be made by cheque, post office or express morey order, or registered letter. The Editor cannot undertake to return unsolicited

When it is necessary to wire us copy and instructions for advertisements, great sav-ing may be had by recourse to the Donaldson Cipher. We are conversant with the use of the Code.

Address all communications, for either the editorial or business departments, to BILLBOARD ADVERTISING CO.

#### Cincinnati, Ohio.

In another column we publish an article on posters which appeared recently in that admirable little journal Printers' Ink. The article itself is of little consequence, indeed, is chiefly remarkable for what the author does not know about his subject, a fact which is plainly apparent when he asserts that we have but few capable artists in this line in this country, and that the few we do posess, will have to feel their way carefully for some time to come, before they may hope to achieve results of a high order of excellence. The Dramatic News takes him to task and roundly berates him and deservedly too, for his misleading and unpatriotic stand which he taees. As we also reproduce the article from the dews which fully refutes the false assertions and mistakes further camment in this direction is unnecessary more especially as the real significance of the incident, lies in the amount of space devoted to it, and the change of attitude toward the billboard on the part of Printers' Ink, which is evidenced thereby.

#### \* \*

HITHERTO, this admirable and influential journal has been a staunch advocate of newspaper advertising, almost to the entire exclusion of the billboards and all other media as well.

Billposters and poster printers everywhere will hall with delight, this change of heart, the billboards will be better patronized than ever and, Printers' Ink will be rendered more nearly what its name implies.

\* \*

On the heels of this news comes the nnouncement that another journal built on lines similiar to ours, has entered the field. It is called Display Advertising need be, take you with him on a round and is published in St Louis. We have tot as yet had the pleasure of examining bill to your entire satisfaction. Can any copy of the new comer, but we infer

that its chief aim will be exploiting the merits of painted bulletins and mural sigus. If such is the case its projectors must of necessity be firm believers in the efficacy of posters, and their journal cannot fail to accomplish much good It is to be hoped that Display Advertising will receive a hearty welcome and a staunch support from those in whose interest it is published. There is plenty of room for it, in fact more than enough, and it is needed. Here's hoping-it will prove a vigorous and valiant champion of the billboards.

MURAL Advertising and painted bulletins are finding increased favor daily in the estimation of all large and intellegent advertisers and billposters in every section are preparing to invest largely in this direction during the coming summer-We are impelled in consequence of the fact that many of them are totally inexperienced in this direction to extend a warning which we hope will not be rejected as inopportune or worthless. It is this; always have your bulletins and signs artistically executed. The importance of this injunction cannot be over-estimated Location, height, cost, size, in fact all other considerations fade into absolute insignificance in comparison. There mustbe well-balanced designing, strength in drawing, finish in execution, harmony in color, in fine you must employ an artist if you would make a lasting success of the venture.

### \*\_\*

WHEN you advertise on the billboards you can see where every poster goes; your billposter can account for every sheet you have given him. He can, if of his various routes, and point out each newspaper do the same?

### POSTERS.

The poster has taken on a new and enlarged aspect, and is now seen to have a capacity for effectiveness and a breadth of application, as an accessory to newspaper advertising, not hitherto suspected.

Logicians tell us that so complex is the play of even ordinary affairs that not often can we unravel all the causes that have produced a single result or follow all the results of a single cause. It would be interesting, and might be instructive did space permit, to try to resolve this new birth of the poster into its beginings. Be sure that, in auch an analysis, the issues of this journal for over six years past would be found to have been a fruitful nursery of the germs of the present day poster. It was not in the nature of things that the arts of advertisement by newspaper could be carried forward by leaps and bounds without causing their vivifying influence to spread in all collateral directions. Even the readers of advertisements have been transformed in like measure as the composers of them. How, then, could the venerable, but not otherwise eminent poster, escape the contagion of improvement

Three dangers beset the nath of the poster and those that would use it haster delay, unfitness. The almost universal desire to "keep up with the procession" is apt to set many to postering before they have adequately conceived or worked out the details of a proper scheme, or can have their plans and designs suitably exexecuted. Competent artists in posters are not yet numerous, and the few we have will have to feel their way for a year or two yet. Meanwhile a highly specialized and widely circulated journal like Printers' Ink, could materially serve all interests by the extention of a generous and systematic hospitality to the new comer. In the present state of our knowledge as to what an advertising poster should be and how it should be handled, to go slowly is a prerequisite to arriving surely. But deliberation is not to be confounded with procrastination. In this newly turned field it is still the early bird that will catch the worm, but the seeker must be a veritable fowl and not a hybrid, and must be of the wormcatching variety. Unfitness is too great a topic to be dealt with at large is so brief an article Perhaps a good way to treat it summarily is to enumerate the already recognized essentials of an effective poster.

First, then, up-to date poster must be co-ordinated with the newspaper advertising, upon which the burden of the work to be done must fall, When the masters of the art of war abolish infantry and fight their battles with cavalry and artillery, we may think of ab indoning the newspaper for other means of publicity.

Secondly, a poster must be artistic; otherwise it will offend the public taste and repel those it is meant to attract. In this matter we need the best work of designer, draftsman, pressman and papermaker.

Thirdly, a poster must be simple. If •it cannot make a desired impression at a glance, it must not challenge the beholder to a laborious study of its nature and purpose.

Fourthly, the conception should be bold. Look at the equestrian figure of Only the fame of the artist that drew the method.

horse could have floated such a mass of curves and wavy lines with an American advertiser; yet how effective the picture , and artistically satisfying, despite obvious exaggeration. In this composition Grasset has a lmirably blended art, and utility the two qualities that make the character of a true poster.

Fifthly, the pictorial and literary contents of a poster must be thoroughly harmonized, making them work together to the single end desired, and not work one against the other to the weakening or destroying of the poster as an advertising agent.

Sixthly, means must be provided for guarding the poster against being overlooked in the competion against it of elbowing neighbors. This feature should be as carefully attended to as those connected with its direct and positive operation.

Lastly, all questions relating to size, color and every other detail and accessory should be worked out with a due regard to the places where and the people among whom, the posters ar - to be displayed; for a poster cannot possibly be service able if unsuited. in any material respect to its surroundings

What has been said no more than barely touches the subject. but it shows that here we have, in the domain of advertising, an art of almost infinite variety extending into a nearly boundless field. And now, what are the little school masters" the ad-smiths, the commercial artists, the great advertisers and, lastly, the great public, which actually expects and relishes its advertising novelties, going to make of it, say, within the next two years.-C. F. B. in Printers' Ink.

#### FROM ENGLAND.

The Billposters Directory for 1895, has just reached us. It contains a comprehensivelist of Billposters of the Kingdom of Great Britian together with a large number of halls, opera houses, principal newspapers, etc. It is published by J. J. Bennell, 61 Chancery Lane, London, W. C., and the price is twenty-five cents. bound in cloth and twelve cents in paper. Parties in America ordering this book should include five cents extra for postage Billposters in America will do well to order it if only to see how their trans-atlantique brethern advertise.

#### PRESERVING PASTE,

For preventing paste from spoiling in warm weather, a liberal ad mixture of either blue-stone, creosote or corrosive sublimate will be found efficaceous but by far the best method is to simply keep the top of the paste in the reservoir

Every time a bucket is filled, the paste remaining in the vat or barrel should be carefully gone over with a paste trowel, and all uneveness in the surface smoothed out leaving it perfectly flat and even. Paste handled in this manner will seldom sour.

The first resort of an enterprising newspaper is the billboards. If their space is all that is claimed for it, why do they not use it themselves?

No one will deny that newspaper advertising judiciously conducted, pays but the fact remains that an equal amount of money and ingenuity expended in posters will bring double and even treble the Napoleon, made familiar by the Century. results, which accrue from the former

#### NEW YORK OFFICE NOTES.

Favorable opinions expressed of the manner in which the business is now being conducted by the Officers of the Associated Bill Posters' Association.

James A. Curran, Denver. Col.-We visitor to New York during the week of will guarantee you first-class service on March 11th. the billboards in the City of Denver, Col., for all-work contracted by you for us, and Mr. Robert Gunning, St. Louis, Mo, believe this move on the part of the Ashas been sojourning in New York for sociation to be a wise one, and cannot several weeks. His opinion of the New recommend it too highly. The three-York Office will stand reproducing on sheet posters you sent us for Scribner's marble. Son's Magazine, brought us two other St. Louis Mo., Bill Posting Co., has jobs. We allowed their work to remain made application for membership in the up wherever it was not in our way as long Associated Bill Posters' Association. as possible, for we consider Scribners They also have signed the agreement name on the billboards to have had a and bond. good influence among other concerns, and is sure to bring business. We advise Eisner & Mendelson Co., "Johann other bill posters to follow our example Hoff's Malt Extract," New York City, as much as possible, and give the adverhave posted a number of the larger cities tiser the benefit of all the time that they through the New York Office, and feel can. We are receiving plenty of work, well satisfied with the service rendered. and have no trouble in getting the Asso-Listed showing is the true method of ciation rates. billboard display advertising.

Charles A. Harnois, Missoula, Mont-D. Hirsch & Co., "Mephisto Cigars. ana -I congratulate you, and our Ashave billed the larger cities of the Pacific Coast and several eastern cities through sociation upon your receiving the position of representative, of the Associated the New York Office. And the reform work goes merrily on. Bill Posters' Association, of the United States and Canada, and for the earn The enthusiasm with which the memest endeavors maintained for the probers the Association take hold of all the motion of bill posting, and trust that the work coming through the New York members will ever follow the trail you Office. and the faithful service rendered have so well blazed for them. You well on all that class of work is beginning to deserve the honor conferred. Our State tell. If this same spirit continues, there Association meets the latter part of March is no doubt but what all connected in the at which time we will elect a delegate to enterprise will have no cause for regret Detroit Mich, next summer. Hope to in the latest move in maintaining our meet you there at that time. National Headquarters at New York City.

The firm Seabury & Johnson, New The firm of O. J. Gude Co., is making York City, manufacturers of Benson's "feeble" attempt to coerce bill posters Porous Plasters, was the first firm to conin various parts of the country to accept tract with the Bill Posters' Association Adams' Tutti-Fruitti Chewing Gum posdirectly through the New York Office. ting at less than the regular Association Their contract with Mr. Stahlbrodt cov. scale. We are informed that they meet ered the distribution of four hundred and with but slight success, as the bill posfifty thousand pieces of distributing matters all over the country begin to realize ter for New York City, and over seven hundred and fifty thousand pieces divided that they cannot guarantee, list, and proamong thirty of the cities of the country; tect paper for longer than one week, at making a total of over one million pieces less than three cents per sheet. of matter. Mr. Stahlbrodt has kept a Work contracted through the New large force of men busy distributing New York Agency of the Association is not ac-York City for the past three weeks upon cepted at less than the regular three this job, hiring his own men and supercents per sheet, per week rates Bill intending the job personally. The firms' Posters will advance their own inagents have made favorable reports from terests by encouraging work to pass all the cities where this work was done. through their own official headquarters and Seabury & Johnson feel well repaid in New York City. It is already a confor having had the bill posters to distribceded success, and is doing, good, misute their pamphlets, instead of doing it sionary work, looking forward to prothemselves as they have been want to do tected service in the smaller cities. previously. It is this kind of work by the bill posters that creates confidence Distributing matter is often shameamong the advertisers, and wherever folfully wasted by managers of opera houses lowed out brings its proper returns. No in small towns. In fact they are so deredoubt Seabury & Johnson will hereafter lict in this respect, that many companies pin their faith to the bill poster. find it necessary to carry their own programmers at great expense in order that A. Van Buren & Co., the bill posters of their programmes, heralds and couriers, New York City, have been extensively may be properly put out.

Billboard Advertising.

The Rochester Bill Posting Co., ED. A. STAHLBRODT, Manager.

Bill Posters, Distributers and General Advertisers. No. 16 and 18 Mill Street, ROCHESTER, N. Y.

#### written up in the April number of Art in Advertising. A number of fine reproductions of their billboards are also exhibited. Billboard display advertising is the coming fad.

Mr. L. N. Scott, St. Paul. Minn., was a

### THE ERIE BILL POSTING CO. ED. A. STAHLBRODT. Manager.

Bill Posters, Distributers and General Advertisers, No. 10 North Park Row. ERIE, PA.

A Wild Statement.

A little advertising agency's paper called Printers' Ink, which sets itself up as authority in such matters, recently published an article on posters, in which it gravely informed its readers that poster printing in America is yet in a crude state of development. This too. in spite of the fact that American achievements in this direction have excited the wonder and admiration of the whole world. The billboards in England, France, Germany and Australia are fairly aflame with commercial posters executed in the United States, and in Great Britain and Australia theatrical companies are continually bidding for the resident managers' favor with the legend, "American Printing used by this company," prominently displayed in their advertisements and on their letter heads. The same article deplores the fact that we nave no designers in this line in America worthy of the name. What of "Jo" Junk, Frank Hobin, Will Bradly and Edward Penfield, may we ask, and Rimanoczy, Snyder, Seynard, Maertz, Willard, Ditzler, Bandlow, Bridwell, and Holquist? And then there are William Ottman "Al." Foster, Henry Miller, Ira and Asa Cassidy, C. F. Miller, Daniel Smith, Hugo Ziegfeld, Joseph Baker, Thomas Tully, Ferdinand Wagner, Edward Potthast, W. L. Wells, William Crane, Emil Rothengatter, H. A. Thomas, and a score of others almost equally famous and proficient. Will these gentlemen have to feel their way carefully for a couple of years yet, before they will be capable of executing really meritorious posters," as Printers' Ink asserts? Shades of Matt Morgan! Who ever heard such nonsense? And it emanates, too, from a journal which is supposed to be in touch with the advertising field.—Leander Richardsons Dramatic News

Victor Janny, of Marsball, Ills., furnishis prompt and efficient.

The Pan-American Propoganda Co.

Whose advertisement appears in another column are reaching out after business in the States. They have made a large financial outlay in the matter of advertising novelties, stereopticans and priveleges. This concern has long controlled the advertising programs of the leading circuses and traveling organizations in the Spanish-American countries and the United States, and inspired by the great success they have achieved in this field. they now propose to enlarge the scope of their influence by the addition of billposting, distributing, sign painting and stereoptican display. To this end they have engaged a large corps of first-class bill posters and have augmented their staff by the addition of many new and competent solicitors, ad-smiths and advertising experts.

As an illustration of the scale on which they are carrying on their preparations. it may be mentioned that in one cash purchase they bought from The Donaldson Litho. Co, two hundred of this firm's celebrated paste brushes.

These gentlemen are also manufacturers' agents. They introduce articles of American manufacture, and advertise same in Mexico Central and South America

Large manufacturers anxious to enter the Spanish-American field will-find many advantages accrue from dealing with this progressive and enterprising concern.

They accept merchandise in the shape of the articles they introduce in lieu of cash outlay for advertising. Their work is thorough and their charges in every way reasonable.

Harry C. Ernick, is one of the mostenterprising members of the craft. He controls all the boards in Fort Scott, es reference, where required. His service Kansas and manages Davidson Opera House as well.

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#### Billboard Advertising.

## News From The Fairs. NOTES, HAPPENINGS, COMMENTS.

#### FAIR DATES FOR 1805.

Calhoun County Fair, Marshall, Mich. Sept. 24 to 27.

Jersey County Fair, Ills., Oct. 1 to 4. Marion County Fair, Ia, Sept 24 to 27 Carroll County Fair, Camden, Ind, Sept. 17 to 20.

New Perry County Fair, Ohio, August 28 to 30.

Dawes County Agricultural Society Chadron, Neb., Sept. 5 to 7.

Remington, Ind., Fair, Aug. 27 to 30. Rutland County Agricultural Society, City of Rutland, Vt, Oct 1 to 4-

Martha's Vineyard Agricultural Society at West Tisbury, Mass, September 17 and 18.

The Hillside Agricultural Society at Cummington, Mass, September 24 and 25

South Middlesix Agricultural Society at Framingham, Mass ,September 10 and

Hingham Agricultural Society at Hingham, Mass., September 24 and 25.

The North Middlesix Agricultural Society at Lowell, Mass., September 12, 13 and 14.

Mass Horticultural Society at Boston, Mass, October 1, 2 and 3

Nanatucket Agricultural Society at Nanatucket, Mass., August 29 and 30.

The Oxford Agricultural Society at Oxford, Mass., September 17 and 18.

Plymouth County Agricultural Society at Bridgewater, Mass, September 5.6 and 7

Hampshire, Franklin and Hampden, at Northampton, Mass., October 1 and 2.

Hampshire Agricultural Society at Amherst, Mass., September 24 and 25.

Attleboro, October 1, 2 and 3. Barnstable Mass, September 10. 11

and 12. Berkshire at Pittsfield, Mass, September 10, 11 and 12.

Blackstone Valley at Uxbridge, Mass., September 24 and 25.

Bristol at Taunton, Mass., September 24, 25 and 26.

Deerfield Valley at Charlemont, Mass, September 12 and 13;

Franklin at Greenfield, Mass , Septem ber 10 and 20.

Hampden at Springfield Mass, September 19 and 20.

Essex at Harverhill, Mass, September 18 and 10

Eastern Hampden at Palmer, Mass., September 17 and 18.

Amesbury and Salisbury at Amesbury, Mass., Septemcer 24, 25-and 26.

The Weymouth Agricultural Society at South Weymouth, Mass., September 26, 27 and 28

The Worcester Agricultural Society at Worcester, Mass, September 3, 4, 5 and 6

The Worcester South Agricultural Society at Sturbridge, Mass., September 12 and 13.

The Hoosac Valley Agricultural Society at North Adams, Mass., September 17, 18 and 19.

Monroe County Agricultural Society, Stroudsburg, Pa, Sept. 3 to 6.

Nemaha County Fair Association, Neb, Sept. 24 to 27. Union Agricultural Society State Fair,

Blandford, Mass , Sept. 11 to 13. Fairbury Union Agricultural Board

Fairbury, Ills, Sept. 8 to 12 Tennessee Centennial Exposition, at Nashville, Tenn., Sept. 1 to Nov 30.

Avon District Agricultural Society, Avon, Ills, Sept 17 to 20. The Worcester North Agricultural So-

ciety at Fitchburg, Mass, September 17 and 18

The Worcester Agricultural Society at Barre, Mass., September 26 and 27.

The Worcester Northwest Agricultura Society at Athol Mass., October 1 and 2. Carthage Fair, Hamilton County, Ohio, August 13 to 16.

Wisconsin State Fair, Milwaukee, Sep tember 16 to 27, inclusive.

Richland County Fair, Ill. will be held Sept. 10 to 13.

Pana Union Agricultural Board Fair. Pana, Ill , Aug 27 to 30.

Phœnix Union Agricultural Society Fair. Phœnix, N Y., Sept. 24 to 26. St; Louis Fair Association, St Louis,

Mo. Oct. 7 to 12. inclusive Eastern Farmers' Carnival, Inter-State

Fair, Trenton, N J., Sept. 37 to Oct 4. Elmwood Fair Association, Elmwood,

Ills, Aug. 20 to 23 Montgomery County Fair, Crawfordsville Ind. Sept. 9 to 13

Mercer County Fair, Stoneboro, Pa.

Sept 24 to 26. Octumwa Fair, Ottumwa Wapello Co.,

Iowa, Aug. 19 to 23 Morris Fair, Ottawa Ill, August 6 to

o inclusive. Tazewell County Fair, Delavan, Ills.,

Sept 10 to 13 inclusive. Rockville, Md., Fair Sept. 3 to 6.

Grange Fair Association, Tilton, N. H., Sept. 10 to 12.

Alexandria Fair, Alexandria. Tenn., Sept 10 to 21.

Washtenaw County Fair Association, Mich , Sept. 14 to 17.

Joslin Fair Association, Joslin, Ills., Sept to to 14.

Mendota' Fair Association, Mendota, Ills., summer race meeting, July 9 to 12. Freeport, Ills., race meeting July 22

10 27. Frederick County Fair, Maryland, Feb-

rnary 8 Washington County Fair Maryland,

Feb. 15

Chautauqua County Agricultural Society arranged dates as follows: Jamestown, Sept 2 to 5. Warren, Sept. 10 to Corry, Sept 17 to 20; Randolph. Sept. 20 to 24. The meeting was held in Iamestown, N. Y.

St. Johnsburg, Vt, Fair will be held Sent To to T2

The Marshfield Agricultural Society at Marshfield, Mass., September 11, 12 and 13. 102

race meeting, July 3. 4 and 5. Union County Agricultural Society Marysville, Ohio, Sept. 24 to 27.

Waverly Driving Park Association, Ia,

Iowa County Agricultural Society Fair

Dodgeville. Wis . Aug. 27 to 29. The Winchester, Ohio, Fair Board has

again reconsidered its dates and now has fixed on Sept. 18 to 20. A new County Fair Association was

organized at Greensburg, Ills., a short time ago.

The Colun Jus Fair Association has been organized at Greensburg, Ind.

Flora, Ind is earnestly engaged in perfecting a fair organization. Greensburg, Pa, has organized a new

Fair Association which will make a spec ialty of conducting good races

The Nebraska State Fair will be held at Omaha for the next five years.

Race meetings are announced for the Union Driving Park at Council Bluffs, Ia The first meeting will be held in May, fifteen days.

There is a movement on foot to reorganize the Argicultural Society at Chippewa County, Wis

The prospects for a Fair at Hollys Mich., are exceedingly bright.

A movement is on foot to organize the Bullitt County, Ky. Fair Association.

Napoleon Fair Association, Napoleon Ohio, is now re organized.

Limestone County, Tex. Fair Association, was chartered lately.

The Wright County, Mo, Fair Association was recently incorporated. Pawtuxet Valley Agricultural Associa-

tion, Kent county, R I., Fair, Sept. 4 to 7. Races May 30, July 4, August 16.

Paducah, Ky., Fair, Sept 24 to 28. Alex, Kirkland, Sec'v

Warren County Fair, Lebanon, Ohio, Aug. 20 to 23

Oregon State Fair, Salem, Sept. 25 to Oct 4.

The Worcester East Agricultural Society at Lancaster, Mass., September 12 and 13

Highland Agricultural Society at Middlefield, Mass, September 4 and 5.

Spencer Agricultural Society at Spen cer. Mass. September 10 and 20

The Housatonic Agricultural Society at Great Barrington, Mass., September 25, 26 and 27.

#### The Beardsley Posters.

The so-called new poster is abroad in the land. For the most part it is confined to mercantile usage, but the effect of the Gaiety Girl paper is already noticeable in a marked tendency on the part of managers and show printers to adopt the incongruous Beardsley style. It is not original, it is not beautiful, and it is certainly not artistic. Bizarre and fantastic sometimes, if you will, but genera'ly only nonotonous, meaningless and wearisome It is only a fad of the hour and managers who place their orders for a season's work, had best fight shy of it.-Leander Richardsons Dramatic News.

Why d) theatrical companies and circuses depend on the billboards almost e clusively? Because no other mediums has ever proved one half as immediate in its effect. Merchants and manuafcturers can find food for reflection in this para-

The bill posters of New Hampshire have organized with Frank P. Colby of Manchester, President, J. F. Harriman, Secretary. This is the first state in New England to organize an association.

J. H. Gray, of Willimantic, Conu., tells bill posters to look out for the "Iron Tone Tonic Co "who recently stuck him for posting The work was sent out by H. Hellman & Co, 1285 Broadway, New York.

Do not put off until tomorrow what should be done today, and old and a wise injunctiow nhich is singularly applicable to advertisers.

If you bill a town thoroughly your advertisement confronts the buyer where ever he goes and which ever way he turns Put it in the newspaper and he sees it once if at all

Five hundred effective one sheet posters each' measuring twenty-eight by forty-two inches in size, and can be procured and posted at the rate of five cents per sheet, making a total of twenty-five dollars

· ·

Contrast the showing and the results obtained with that obtained for a similiar expenditure in any other form or medium There will be no comparison except in booklets judicously and carefully distributed from house to house.

Otting & Son, of Newport, Ky., have quite a local commercial trade. They keep hustling and let nothing cscape

The Price Advertising Company,\* of Toronto, Ontario, conduct the best advertising service in the Dominion. They own and control all billboards in Toronto

#### Dr. Fanola And His Diamonds.

Dr. Fanola is in Cincinnati, shaking

hands with his acquaintances and bid-

ding his friends good bye. He is off

shortly for an extended trip through

Mexico with a couple of his numerous

medicine shows. Eight bill posters left

last week to herald his coming. It is to

be hoped that their salaries will be forth

coming in coin instead of winning smiles

and promises which have so often served

as legal tender with the doctor, a fact

that the ballet girls of the Booli-Boo.

The Hindoo Hoodoo Extravaganza Co.

of last season can testify to. It is infered that the Doctor must have cured all the

cripples in the States with his mysterious

compounds, and if compelled to practice

longer in this field, would have to oper-

ate on the grave yards. His tour of

Mexico will continue over two years, and

The American public which has so lib-

erally contributed in the last ten years

towards the Doctor's sparkling diamonds

and English tailor made suits, will cer-

tainly miss him, and we congratulate the

Mexicans who are going to be treated

to some of the Doctor's silvery speeches

Among the features of the Doctor's

shows is the female band, which has been

fitted out with elegant costumes and sil-

ver plated instruments. This is the

third season these girls have been jollied

into traveling for glory, but this time

they will have all kinds of diamonds'(?)

The Doctor is excessively foud of both

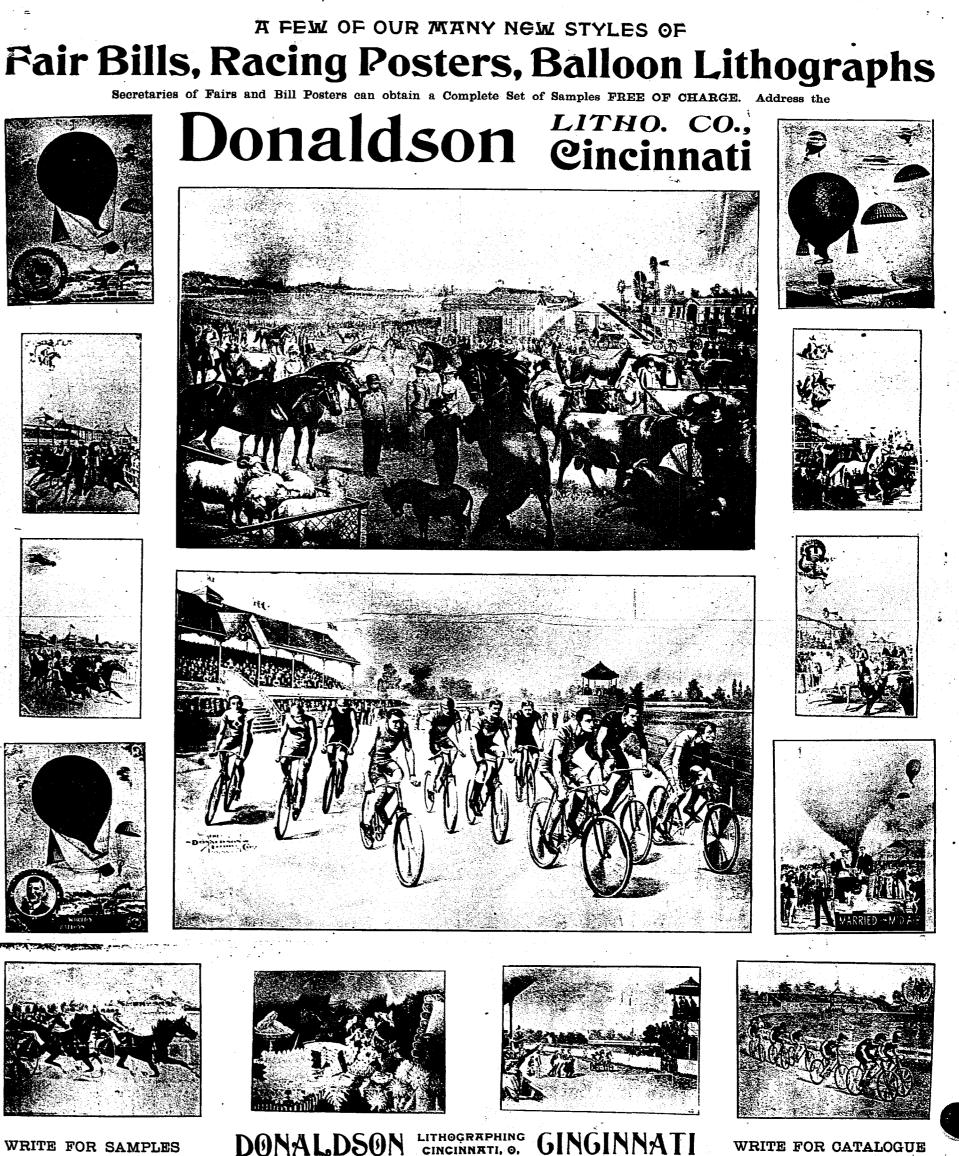
the girls and diamonds, and .it is hard

for him to part with either. 🔮

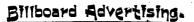
and glowing details of the cures he has

performed.

may be extended into South America.



WRITE FOR SAMPLES



The great success of the-

## **"SAY" POSTER**

Has induced us to get up another, which is ever better. It is the

**"YES!"** 

Poster, being a one-sheet, with figures on either side, reading in centre, can also be used as TWO HALF SHEETS.

APPROPRIATE FOR ANY BUSINESS. Write for circular and sample.

## HENNEGAN & CO.

Poster and Commercial Printers,





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Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market.

#### Price, each, \$3.75 | 10 inch..... Price per dozen, \$40.00 36.00 32.00 SEND CHECK WITH ORDER.



GENERAL WESTERN OFFICES. Leander Richardsons Dramatic News DONALDSON LITHO. CO. BLDG., Subscription Rates, \$4.00 per year. CINCINNATI, OHIO. Advertising Rates, 25c. per agate line.

EVANSVILLE, IND. Population 75.000

Finest Bill Posting Plant in the South-West.

More Boards and the Best Located of any City in the Country. We know the value of advertising and always strive for results. In making up your list, don't forget Evansville.

F.M.GROVES, BILL POSTER. Cincinnati-Amusement-Adency, FAIRS The Queen City at last boasts of a solid and per-manent exchange. and a reliable dramatic, musical and variety agency. Supplied with BOOKS ARTISTS IN ALL LINES. First-Class FURNISHES TALENT FOR ALL CLASSES OF ENTERTAINMENT NOVELTIES REPRESENTS THE LEADING AMERICAN DRAMATISTS. PLAYS AND PARTS TYPE WRITTEN TO ORDER. ATTRACTIONS REPRESENTS THEATRES AND OPERA HOUSES.

WM. R.O'MALLEY, Mgr., Donaldson Litho. Co. Bldg. Cincinnati.

THEY

For Information on Washington START CEDAR SHINGLES WELL==

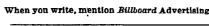
ADDRESS. MONTAGUE & McHUGH, Fairhaven, Wash.

**DISTRIBUTING ?** OH YES! AND BILL POSTING. REESE & LONG.

We Reach 225,000 Population. SCRANTON, PA When you write, mention Billboard Adv

The Homless Boys' Friend A monthly Paper published for the ben-efit of the Homeless Boys of Cincinnati 25c. per year. Address

THE HOMELESS BOYS' FRIEND, 184 Sycamore Street, Cincinnati.





en vou write, mention Ruboard Advertisi

Most Bill Posters do. Getting the best of Stands. hiring good talent, putting plenty of money into the enterprise.

CONNE FERFY

VI funn

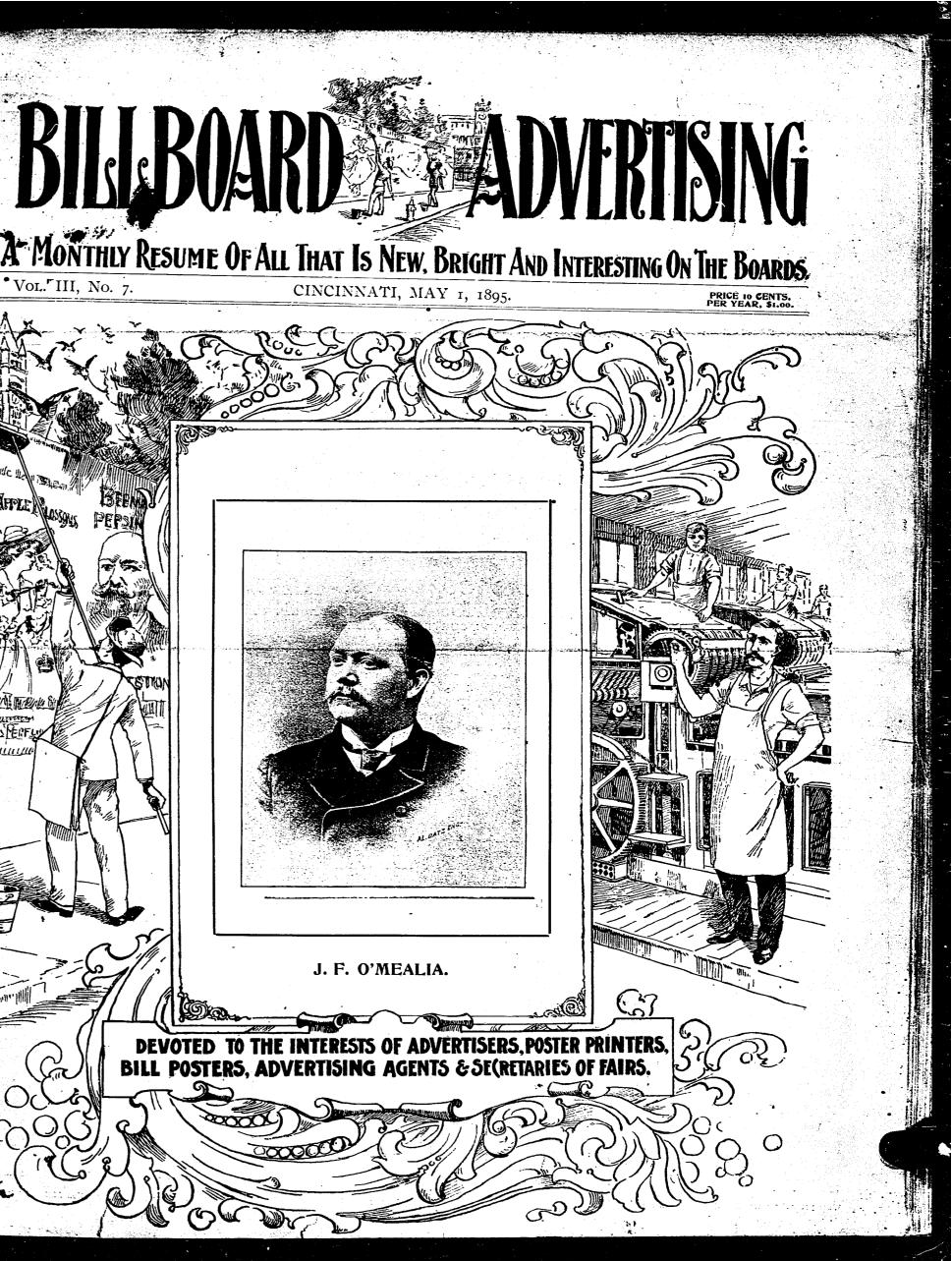
With brains and a place to fill they should make a success of the business. There are many who do all this, and then waste it all by not advertising in the right papers: those which circulate among the people whom they need and who need them

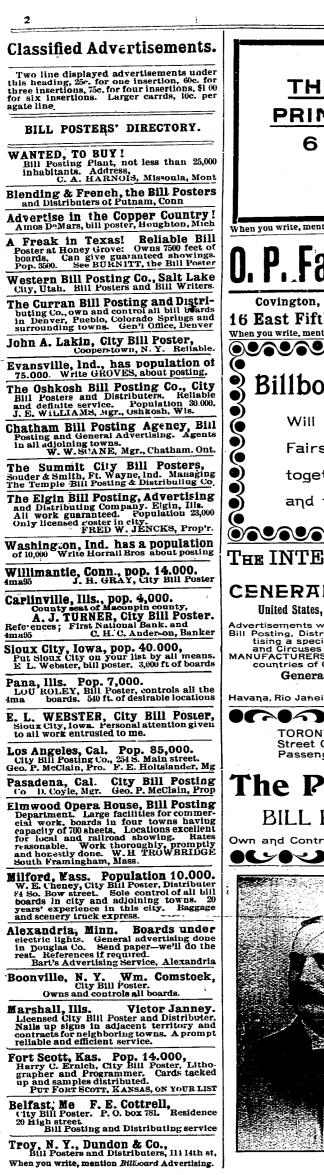
HOW DO

## THEY END?

Often they fail to succeed for want of that publicity which advertising in

Would give them.







Billboard Advertising

## **Classified Advertisements** Two line displayed advetisements und-r this heading, 25c for one insertion, 60c. for three insertions, 75c. for four insertion., \$1.00 for six insertions, "Larger cards, 10c. per agate line. BILL POSTERS' DIRECTORY Displant Advertising. TO RENT. 1000 sp to an abili boards for painted signs, each is to area for painted in New England towns and citits, Location of boards guaranteed fin diss C. S. KIETH, Bill Posting and Painten Sign Board Advertising 47 Wuin street Fitchburg Mass 447 Main street, Fitchburg, Mass Lima, Ohio. The World Advertising Service. W. C. TIRRILL, Propretor, owns and controls all Bill Boards in Lima and adjacent towns, Louisiana, Mo. Population 10,000. Manchester, N. H. Frank P. Colby, City Bill Poster, D stributer and Baggage Transfer. Address 30 Manchester st. Scranton, Pa., and adjacent towns embracing a population of 225 000. REESE & LONG, City Bill Posters. Hugh Vance. City Bill Poster and Hot Springs, Ark. Pop. 12,500. L. A. THOMAS, the only Licensed Bil Poster and Advertiser in Hot Springs, Owns and controls all boards and dead wails San Antonio, Texas. Pop. 40 000. Texas Advertising to . City Bill Posters and Distributers. Office, Alamo Plaza, Weckes Bidg. P. O Box (86). Signs painted and tacked up. Albuquerque, N. M. Pop. 10.000. The Hudson Adv. & Bill Po-ting Co., own and control all bill boards. Also do distri-buting. tacking, fence painting, mailing. Vietoria, British Col. Pop. 20 000. The Victoria Hill Posting Co. own an con-trolal bill boards, paint signs and bulletins and does distributing. Address ROBERT JAMIESON. Manager, P. O. Drawer 28. POSTER AND BILL WRITERS. Do you know good ads When you see them? If you 70, you can appr-clate my work. Specimens set tur-on request. Write and teil me what you use and I will goe e price for doing it. D. B. Archibaid, 73 Nassau st., New York I Write Bills and Posters. ac-95 ROBT. CARKELL, Dayton, Ky A Badly Written Bill is Worse than ap 95. C. F. MCHENRY, Newport, Ky Pointers For Bill Writers. BILLBOARD ADVERTISING is full of them. Subscribe now. ..... **ADVERTISING AGENTS.** G. H. Hartford, Car No. 1. Ringling Bros. Shows CIRCULAR DISTRIBUTERS. Ashland, Ohio, Geo, M. Bott. tributed Circulars and samples honestly distri Signs tacked up. Best of reference. All Kinds of Advertising Matter distributed. Reliable, prompt. Reference Population 350,000. Address, W. H. Steinbrenner, 313 Vine, Cincinuati J. H. Lane & Co., Evansville, Ind. does Distributing. 317½ First Street. Distributers, Advertise I In BILLBOARD ADVERTISING. We reach all the large advertisers Strictly legiti-mate advertisers only wanted. Chicago, Ills. J. A. Clough. Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns. Nashville, Tennessee. Circulars, etc., distributed, c.rds nalled \$150 per 1000 up. James L. Hill, 823 Broad street Nashville, Tenn. Poughkeepsie, N. Y. M. F. Sprenger, Distributer, Sampler and Bill Poster. 1 Maple street. Correspondence solicited Fresh List of 1895. Men and women in every profession and business. For sale. What do ycu pay? Geo. M Botts, Ashland, Ohio Michigan. Advertising matter distributed, signs tacked, addresses furnished E. A. SEPULL, Alpens, Mich.



Prudes on the Prowl.

"Prudes on the prowl," is a phrase Mr. Knight, agent of Beeman's Pepsin credit of the Corporation, it shou'd be which has "caught on" in reference to stated, that, as a body they declined to the action of the County Council, in the take any action in the matter, so we must matter of the Empire License. Into the not speak of the whole body as endorsing merits of that case we shall not enter, but the sentiments of the Councillor who we as billposters have for a long time brought the matter forward, but if the past been subject to the criticism of Bovril Company could see their way to 'Prudes on the prowl," although we meet this gentlemans objections in the never thought of coining so happy a way we have mentioned the advertiseand more protection for his aper. phrase to describe the criticism from ment would be a very effective one, and which the bill posting industry has long H. C. Frese, wno has been agent with cause a great deal of attention from its suffered. If the music hall indus'ry feel the Pat Rooney show all this season, novelty. It is desirable in these days of aggrieved, what ought the bill posting closed here and left to join as press purity that Nature should be improved industry to feel? Under the heading of agent with the Lemon Brothers' circus. up n, and Mr Watson, R. A., the painter Wrexham, in this number, our readers of the picture in question, might be comwill see that a picture of a ballet girl has W. A. Rusco, the Prince of all advance missioned to try his hand at a puss in been objected to because her skirts were boots-no, a bull in-what Mark Twain short, as if a ballet girl can have any would designate- ' britches."-The Bill other than short skirts From Cork, best houses, was here this month repre-Poster, London, Eng. however, comes the latest and most remarkab'e exhibition of prudery which we remember. One of the Town Coun-Art in Advertising devotes a page cilors arose in his place in the Council roasting" street car advertising. It and denounced Messrs. Guy & Co., for E Richards, manager of Richards & speaks of "the decline in value of street corrupting the morals of the young peocar space " in face of the fact that street He was surprised at the good, successful ple of Cork by posting indecent bills. car advertising is increasing in popularity week, and left here happy, saying he There is not a more respectable firm in and more value given with the perfection the business than that of Messrs. Guy & would return in the near future. of service, which comes as a result of Co. They occupy a deservedly high confidence and patronage of advertisers. We are doing considerable posting place amongst the tradesmen of the ci y, -Display Advertising, St. Louis. this month for Pettijohn's Breakfast and would not knowingly do the slight-Food, Scribner's Magazine, Adams' Pepest thing which could by any kind of sin Gum, and the Banquet Hall Cigar, judgement be construed into an act for manufactured by M Foster & Co, New The Greatest Guide. "corrupting the moral of the young peo-York City ple of the city."

What then was this act of theirs which was having so terrible a resuit? It was that they had ac'ually posted on their hoarding a picture of a bull. Most of our readers will know the picture sent out by the Bovril Company-a splendid example of wha a poster ought to bewe have always thought it. On a hoarding near to a public college, this firm had posted one of these pictures; thus, they had become ' corrupters of the morals of the young " It seems to us that an Irishman is nothing if he is not emphatic; he is of such an ardent temperament that moderate views are to him, a stranger, and thus, whichever side he takes on any given question, he is an extremest. This is the only excuse we can think of for such an objection concerning the picture Shylock to deplore that to some people there is offense in a 'harmless necessary cat," a'though no reason for it can be given. So surely for this offense no sound reason can be given.

The Cork Corporation onght to pass a should cease to walk in the fields until such time as the farmers had provided clothing for the animals browsing therein. Messrs Guy & Co., desirous always to remove any cause of offense which their hoardings could possibly contain at once covered up the bull pictures, and cancelled the contract. Perhaps the Bovril Company will see their way to have some new bulls made clothed in trousers, and send them to Cork for ex-

Billboard Advertising.

## The Rochester Bill Posting Co., ED. A. STAHLBRODT, Manager.

No. 16 and 18 Mill Street, ROCHESTER, N. Y.

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supersensitive prudery of the members of the Cork Corporation. Still, to the

F:om time to time during the past ten or a dozen years, attempts have been made by various individuals and firms to issue complete and comprehensive theatrical gu des conveying all sorts of useful information concerning the different branches of the amusement calling. Some of these guides have been very good, and some of them of them of trifling value. But there can be no mistaking the qual ity of the most recent theatrical guide which has just been issued by W. H. Donaldson, of Cincinnati, Obio. This is, beyoud all dispute, the greatest book in i s line ever projected. It contains, in addition to all other information that has been published in previous books of all descriptions, a complete and useful telegraph code, and, in fact, all kinds of information on all sorts of subjects that of the Bovril bull. Shakespeare makes can interest managers, actors, agents. show printers, and others in any way connected with theatricals. The telegraph code is a particularly useful compilation It enables those who use it not alone to save money in the way of tolls, but to convey information by telegraph resolution that all boys in public schoo's in a confidential way, into which even the operators can not penetrate unless they are owners of Mr. Donaldson's book. Up to this time I have not been a strong advocate of the kinds of theatrical guides in circulation. But this one is so immeasurably superior to all that have gone before it as to command my esteem and hearty endorsement. No person connec'ed with the business end of any amusement scheme ought to be without a "Donaldson Guide."-Leander Richhibition, and so avoid offending the ardsons Dramatic News.

## THE ERIE BILL POSTING CO. ED. A. STAHLBRODT, Manager.

Bill Posters, Distributers and General Advertisers, No. 10 North Park Row. ERIE, PA.

DENVER DOTTINGS.

Gum, of Cleveland, Ohio, made us a call this month and renewed another large contract for bill posting in Denver-Pueblo and Colorado Springs He speaks very highly of the systematic manner in manner in which the Associated Bill Posters are working throughout the country, as he is getting better work

agents, and an agent who does not need any bookings to place his show in the senting the only kichards & Pringle's Georgia Minstrels. They played to big business in the Southwest circuit, and also at the Tabor Opera House. Mr. B. Pringle's Georgia Minstrels called later.

Mr. Moran, agent of Kohler's Tea, of Baltimore, Md. was with us this month, and contracted for sampling Denver, Pueblo and Colorado Springs. He speaks very highly of the paper BILLBOARD ADVERTIS'NG.

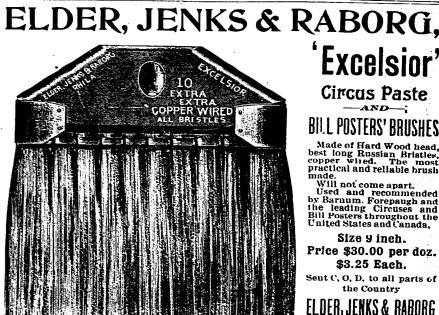
The Advance Car No 1, of the Syndicate & Paris Hippodrome Circus started out and we commenced billing Denver April 9th. They go from here to Pueblo names in Mr. Houghtaling's list .- Printand Colorado. Charlie Holton, the old ters' Ink New Yorh.

minstrel agent, is in charge of Car No. 1, Ed. Norris, an old St. Louis bill pos'er, has charge of the paper, with Charles Flora as his assistant. They have taken some of our regular bill posters away, but we have got new men and have broken them in. Mr. Jenkins is in charge of Car No. 2, which was started out after No. I. No doubt but that this season will be a prosperous one. They open in Denver, May 2d, for three days.

Something must have happened at Munsey's. He has gotten out a rate card which people can understand -Art in Advertising.

Our of ten single-sheet posters hung in a Sixth avenue elevated station last week, nine were the work of engravers, while one, and only one, was printed from a type form constructed by a "poster hand." There is every indication that another year will witness the departure of poster type, and that the poster of the future will be the product of the engraver's art. This is not particularly to be deplored, as the engravers are a better paid class of men, and it takes longer to engrave a bill than to set it up -Union Printer, New York.

MR. C. S. HOUGHTALING, of "Hotes Advertising Signs" fame, has compiled a list of bill posters in the United States, which is probably the best list extant. Bill posters are beginning to do a little advertising on their own account, but they ought to advertise a great deal more. Every bill poster in the United States ought to be a subscriber to Printers' Ink. With a view to introducing "The Little Schoolmaster," a sample copy of the issue of May 22d will be mailed to each of the thousand or so



127 N. Fifth Street, Cor. Cherry.

**BILL POSTERS' BRUSHES** Made of Hard Wood head, best long Russian Bristles

-AND----;

copper wired. The most practical and reliable brush unde. Will not come apart. Used and recommended

by Barnum. Forepaugh and the leading Circuses and Bill Posters throughout the United States and Canada,

Size y inch. Price \$30.00 per doz. \$3.25 Each.

Sent C. O. D. to all parts of the Country

ELDER, JENKS & RABORG Brush Manufacturers. PHILADELPHIA.



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#### Official Organ of Associated Bill Posters' Association. PUBLISHED EVERY MONTH BY

BILLBOARD ADVERTISING CO. No. 11 W. EIGHTH ST., CINCINNATI, O.

#### JAMES H. HENNEGAN, MANAGER.

#### -----ADVERTISING RATES.-----

25 cents an agate line with the following discounts, viz: i0 per cent, offon advertisements arount-ing to over 20 lines and less than 80 lines.

20 per cent. off on advertisement amount-ing to over 80 lines and less than a quarter of a page. RUNNING ADVERTISEMENTS.

KUNNING ADVERTISEMENTS. (Repeated or continued insertions.) Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisement 25 cents a line subject to the regular discount on sin-gle insertions and the followin additional discounts, viz:

le per cent. off for three insertions. 15 per cent. off for four insertions. 20 per cent. off for six insertions. 25 per cent. off for twelve insertions.

**BEADING NOTICES.**—With **GP** or  $\div_{\pm}$ , cents per line brevier measurement, (whi equals about eight words to the line) subjectively of the line subjective subjectively of the line subjectively of the line subjectively of the line subjective subjective subjectively of the line subjective subjectiv o the same discounts that obtain for single nd continued advertisements.

SPACE CONTRACTS .- Special rates on con tracts of 1,000 agate lines and upwards may be had on application. Changes in matter

Address all communications, for either the editorial or business departments, to

BILLBOARD ADVERTISING CO.

No. 11 West Eighth Street,

THE phenomenal amount of commercial advertising which has been diverted from customary channels to the bill boards of late, has set many advertising journals to claiming the credit of having directed the attention of advertisers to the advantages of this particular medium. Printers' Ink thinks it is largely due to their influence. Art in Advertising believes that it is entitled to the credit, while Display Advertising is of the opinion that the mere announcement of their intention of entering the field has brought the present prosperous conditions about.

We might lay claim to the credit ourselves, inasmuch as bill posters had no organ prior to the time we entered the field, and, furthermore, the present activity arrived just about the time our second issue came out. But the fact is, the conditions and causes which gave rise to this large increase in patronage, date back to some three or four years ago, when the A. B. P. A. was first organized, and if credit belongs to any one man .more than another, it should be tendered to Mr. Ed. A. Stahlbrodt

OTHERS have contributed their influence, notably R. C. Campbell, C. S. Houghtaling, and O J. Gude but, as we stated before, Mr. Ed A. Stahlbrodt, and the Associated Bill Posters' Association were the prime factors, because they first made it apparent to general advertisers that honest, efficient, and reliable service on the bill boards was both possible and feasible. If, to this influence, we add that excited by the advent of that fantastic and ugly duckling, the Beardsley Poster, no one need look further for the cause and effect.

AFTER ALL, what does it matter? The

real point is that the bill boards are en-

Smaller advertisements 25 cents an agate One Year, in advance, \$1 00 Six Months, 50 cts. Single Copies, 10 cts

are made without charge as often as the advertiser or agent may require. (Copy for all such changes must reach us before the 25th of each month.)

SPECIAL ADVERTISEMENTS .- See page 2.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Adver-ising Newspace Agency, Trafalgar Buildings, North-ruberland Ave., W.C. In Paris, at Brentano's. 7 Avenue de l'Opera. The Trade supplied by all News Communies. Neuss Companies. Remiltances should be made by cheque, post office or express money order, or registered letter. The Editor cannot undertaks to return unsolicited

When it is necessary to wire us copy and instructions for advertisements, great sav-ing may be had by recourse to the Donaldson Cipher. We are conversant with the use of the Code.

#### Cincinnati, Ohio,

joying an era of prosperity such as they have never experienced heretofore. Bill posters are happy, poster printers are prosperous, and advertisers are highly satisfied with the results of the new medium that they have adopted. As soon as business in general recovers from the headache, which was bound to follow an over indulgence in Democratic doctrine, the craft and everybody connected or identified with it in any way, is going to feel the beneficient effects of a big boom.

## \* \*

WE have received numerous complaints from advertisers regarding the services rendered by circular distributers who are agents of a Philadelphia publishing house. It would seem that for the most part they are irresponsible and incompetent boys, who have little idea of the responsibility and duties of their positions. Distributing matter entrusted to them, except here and there in rare cases, is absolutely wasted. This leads us to observe that no advertisement will be received from circular distributers by this paper in the future, unless they are accompanied by references which will enable us to satisfy ourselves that the advertiser is sober, reliable, honest, and over twenty-one years of age. Under no circumstances will we accept or publish advertisements from minors.

#### \* \*

WE know that BILLBOARD ADVERTIS-ING is accomplishing great results. On every hand we hear its influence lauded and extolled, and we believe that every bili poster, poster printer, and distributer in the land is keenly interested in extending its scope and usefulness. This can best be done by building up and enlargir/g its circulation, by patronizing its advertising columns, and by advertising it either by word of mouth or mention on

list and letter heads. Let everyone lend a helping hand. It has helped you and you can well afford to reciprocate.

#### \* \* In this issue we present a complete stenographic report of the proceedings of The United States of America, versus Edward A. Stahlbrodt, the representative of the Associated Bill Posters' Association of the United States of America The action was brought against Mr.

Stahlbrodt at the instigation of the O. J. Gude Co., but just why, does not appear at all clear, as they failed to sustain a single charge, point or argument. There can be no doubt that Mr. Stahlbrodt was fully warranted in sending out the postal cards in question- nay, even compelled to do so under the laws of the Association. In attacking Mr. Stahlbrodt Mr. hit directly at the A. B. P. A .; furthermore it would seem that his action should have been brought in the civil courts. These were mistakes, but they will be condoned by the A. B. P. A, and we hope by Mr. Stahlbrodt also, for Mr. Gude is a hustler, and has done much for Bill Posters at large.

#### A PRINTER'S PROTEST. THE LEDGER JOB OFFICE.

SHOW PRINTERS. Philadelphia, April 8th, 1895•

JAS. H HENNEGAN, ESQ. : Dear Sir :-

Your favor of April 5th at hand. In reply, would state, there is a very good reason why the show printers do not take any interest in BILLBOARD AD-VERTISING: from the fact that the bill posters want the earth, with a fence around it, and then whitewashed If the bill posters would make an equitable arrangement with the different printers, giving them a percentage on any work sent them, there would be some inducement for them to try and throw business their way, but in our city they have even raised the price to four cents per sheet for posting, and then when we do get a new customer by giving them low figures, bringing them trade, they don't even as much as give us a small cash discount when we guarantee the bill. Until this is is done, the show printers will not take any interest in the bill posters.

#### Truly yours. THOS S. DANDO, Mgr.

#### To Quiet Your Nerves, Smoke Tansill's Punch.

We observe, with considerable satisfaction, that the announcement of the forthcoming appearance of "DISPLAY ADVER-TISING" has stirred up some of the papers that heretofore published little concerning any method but Newspaper Advertising. The last few editions of Printer's Ink devote considerable space to Display Advertising and Bill Posting .- Display Advertising.

#### It Brought Them Around.

Willimantic, Conn., April 25th, 1895. DEAR EDITOR ----

Regarding the little item I sent to you for publication, warning bill posters to look out for the Iron Tone Chemical Co., of New York as they stuck me for bill posting, I will say, the BILLBOARD is of some use after all. It brought this firm to time and they have settled with and they Respectfully, J H. GRAY. me.

#### Bill Posters' Rules.

#### Those which are in force in the office of John Donnelly & Sons, Boston,

The attention of all employees is particularly directed to the following Rules and Regulations, which are to be strictly observed and performed viz.

The foreman's orders are mine. They are to be obeyed promptly and faithfully. All employees are requested to inspect every fence and bill board on their routes, and should the same need more attention than he himself can give to it,

he is at once to report the matter on his return to this office. No ladder must be taken out that is

defective It is the duty of the person using a ladder to carefully examine it before it is used.

Employees in charge of horses and wagons to report at once any matter about same that is unserviceable.

It is the duty of every employee to see that all paper or paste is removed from si lewalks, streets and roofs upon the completion of work on fence or wall. before he leaves the location, so as to leave no possible ground for complaint from the property owner or city authorities.

On all occasions employees are to behave with civility to all persons during the time they are employed.

Care must be taken in the posting and other labors, that no person is injured, splashed with pas'e, or inconvenienced.

Employees hold ng keys to this shop are positively forbidden to come here outside of business hours, except for the prosecution of their work.

Employees are requested to report all messages entrusted to their care, for this office, at once and without fail.

All services rendered by employees by their personal endeavors, to better proprietors' interests, viz: Securing acceptable locations for posting, orders for work, etc., will be appreciated and rewarded.

#### BILL POSTERS.

Printer's Ink for May 22d next will discuss the questions. "How a Billposter Should Advertise," and "Why a Billposter Should Subscribe for Printer's Ink. Sample copies of this issue will be mailed to all billposters whose names are in Hote's List. All others should write at once to Printer's Ink, No. 10 Spruce st. New York City, enclosing six cents in stamps for a copy.

PEOPLE on this side of the Atlantic will observe with interest the effect o the current moral reaction in London on Mr. Aubrey Beardsley and the Yellow Book. For some time to come morbid indecencies, whether in art or literature, are likely to be less lucrative in London than they have been for some years past Mr. Beardsley has planned to come out to America this spring.-Life.

THE TEXAS ADVERTISING CO., of San Antonio, Texas, are busy erecting boards in that city, and expect to have over one hundred large stands in May. This city has long needed an enterprising service and advertisers, and will be, glad to learn that a change will soon be affected. V. Cantu is President of the new company and Alec Bellis is manager. They will join the A. B. P. A. shortly.

## The Fight Is On.

THE O. J. GUDE CO., versus ED-WARD A. STAHLBRODT.

Complete report of the proceedings before the United States Commissioners. The following is the stenogranher's report.

THE UNITED STATES OF AMERICA, ) EDWARD A STAHLBRODT.

> Before THOMAS ALEXANDER. U. S. Com'er. New York, April 19th, 1895

Appearances: WM L BALL, Ass't U. S. Attorney, for the Government. ABRAM J. ROSE, for the Defendant.

BENJAMIN R SHOFF, sworn and exam ined as a witness for the Government. By Mr Ball: O. Where do you reside? .A. I reside at Jersey City, but I am a Post Office Inspector. Q. With headquarters in the Post

Office building in the City of New York? .I. Yes, sir. Q Have you a postal card there? A.

I have, sir. O. Will you please state whether or not you ever had any conversation with the defendant in regard to it, and what it was? .4. I did; I showed him the

postal card. O When was that? .4. On the 4th of April. I showed him the postal card and he said that the address was written by his orders and that the postal card

was mailed by him. O. Did he state where? A. Right there.

Q. In the city? .A. I asked him where it was mailed. He said, "right here."

Q. Where were you when he said that? A. At 621 Broadway, his office. There is a post office chute in the build ing and it was mailed there. The postal card is offered in evidence and marked Exhibit I.

"621 Broadway, New York, N. Y.

"I am informed that the O. J. Gude "Co, this city, has contracted with the "Adams' " Tutti Fruitti " Chewing Gum "Co., of Brooklyn, N. Y., to bill your city with 28-sheet stands and 1-sheets. The "stand work calls for a two weeks guar-"anteed showing at six cents per sheet. "and the I-sheets at three cents per sheet. "posted as chance may offer. As I under-"stand, they will try to "jolly" you for a "thirty days' display at a two weeks" "price. Our estimate was at the regu-"lar Association rate of three cents per "sheet, per week, for you. Stick to the "price, as your city is on the list to be "posted.

"This paper is to commence going out "the latter part of this month.

Mr. Rose: I move to discharge this "Fraternally yours, defendant. I want to call your Honor's "The Associated Bill Posters' Ass'n, "Ed. A. Stahlbrodt, Representative." attention to this statute. When I was Cross-examination by Mr. Rose: Q. first retained in this matter I did not How long before this date had you rehave the complaint, and I came here to ceived this postal card? .4. I received see what the complaint was and on lookthis on or about the 2d of April I noing over the complaint I found that this ticed by the jacket-the jacket is dated defendant was charged with "unlawfully April 1st, 1895, directed to Mr. Ash, reand willfully and knowingly depositing ferred to me, and I ordinarily receive or causing to be deposited for mailing them on the following day. If I was in and delivering, a certain postal card, uptown then I presume I received it on on which was then and there printed that day-the and. language of a defamatory character and

"March 14th, 1895.

Q. You don't think it possible you received it on the 1st day of April, do you? A. Oh no.

Q It was not intended to play April fool on you, was it? .1. Oh, I did not catch on, Mr. Rose.

 $O_{\rm c}$  From whom did you receive it? A. From either Mr. Ash or the chief clerk in the regular course of business on that day.

O. It came originally from Washington, didn't it? A. Originally it was sent from the office upstairs to Washington, in order to have the jacket made up according to the proceedings in such cases, and when it was jacketed it came backthese papers came back. It was sent to Washington with that slip.

Q. The obscene and defamatory matter which is charged to be an offense against Chapter 1039 of the Act of 1888, has to be sent to Washington to be covered with a jacket before it is acted upon by the inspectors here? A. That is the genera! course of proceeding.

Q. Do you know who in your office first received this postal before it was sent to Washington? A. Yes. my im pression is that this gentleman-

Q. What is the name? A. His name has escaped my memory-Mr. Duncan and Mr Gude-well a gentleman came whom I supposed was Mr. Gude, came into the office and had an interview with the chief clerk, and presented this postal card. The chief clerk referred him to. me. I examined the postal card, and listened to the statements that were made by Mr. Gude. I requested Mr. Gude to express that in writing, and submit it to the office He did so.

Q. You have that writing in your possession? .4. I have it here. This was delivered to the chief clerk who sent it to Washington with the postal card and that memorandum requesting that it be duly jacketed in order to have it returned to this office for a proper investigation. That is the way it came into my possession.

O. You are sure this man said he deposited this postal card in the mail himselt? .4. Yes sir; I am positive of that. O In other words the investigation that was begun- .4. Pardon me, just a moment. I made a memorandum in his presence. (Reading memorandum.) 'I mailed the postal card The address was written by my direction. I did not think there was anything wrong, and do not now"-it is his own language all the way through-"April 4th, 1895 '

(). All of which is entirely true? A Of course it is true. I am stating what he said to me.

Q. The original investigation - the investigation was begun and continued down to the arrest of this man at the suggestion of Mr. Gude, and on his complaint to the office? A. On his complaint to the office.

Mr. Ball: That is the case.

upon the character and conduct of an- tute. If there is, then a man cannot use other, to-wit, the O. J. Gude Company, any word in the English language withthe said postal card at the day and date aforesaid being so deposited in the Post Office in New York addressed to L. M. face of this that there can be no crime Crawford, Topeka, Kansas, and the said made out, so long as it relates to the postal card will be exhibited upon the postal card. examination before the United States Commissioner, before whom the defendant may be brought upon the warrant issued upon this complaint." I read the statute very carefully, and I find this is the statute :

"That all matters mailable by law, upon the envelope or outside cover, or wrapper of which, or any postal card upon which any delineations, epithets, terms or language of an indecent, lewd, lascivious, obscene, libelous, scurrilous,' -and then I got the postal card and carefully went over it, and I could find nothing in it, even by the most vivid exercise of the imagination that was covered by the words I have just read "defamatory,"-I will pass for a moment. "Or threatening character" - there is nothing threatening in this. "Or calculated by the term or manner or style of display"-certainly there is nothing on it that shows anything particularly out of the way from an ordinary printed postal card. "And obviously intended to reflect injuriously on the character or conduct of another" And then I took this postal card and compared it with the statute. I will read it to you : I am informed that the O. J. Gude Co., of this city, has contracted with the Adams' "Tutti-Fruitti". and then I stop. There must be the thing, if your Honor please, that this man is charged with-"by its manner of display and obviously intended to reflect injuriously upon the character or conduct of another." I do not know what "tuttifruttti" may mean. It is a name, I am told by my children, of a chewing gum that has cost me many shekels. But there is no other word on the card whose meaning is not krown. "Chewing Gum Co., to bill your city with 28 sheet stands and one sheets. The s'and work calls for a two weeks' guaranteed showing at six cents per sheet, and the one-sheets at three cents per sheet, posted as chance may offer. As I understand, they will try to "jol'y" you for a thirty days' display at a two weeks' price. Our estimate was at the regular Association rate of three cents per sheet, per week. Stick to the price as your city is on the list to be posted. This paper is to commence going out the latter part of this month. Fraternally yours,"-that cannot be the word that is defamatory-"The Associated Bill Posters' Association, Ed A. Stahlbrodt. Representative."

Now, what is the meaning of that postal card? The only meaning that can be drawn from it is this-that the Gude Company have taken a contract with the Adams'-I dare not say the words next-Chewing Gum Company to bill your city and they will try to get from you a contract to do four weeks' work for a two weeks' price Now, in the name of Heaven, is there anything wrong about that? Why, Mr. Commissioner, the idea that we should be under this statute put in jeopardy of what ?-Fined not more than \$5,000, or imprisoned at hard labor not more than five years, or both-that idea is so horrible to any or linary mind on looking at that paper, that it is instantly rejected. There is nothing in end of that time, will, by false statements

obviously intended to reflect injuriously that card that is in violation of the staout subjecting himself to the violation of the statute. I say it is plain on the

Mr. Ball: Now, if the court please, there is only one word on this postal card that can possibly come under the meaning of the statute, and it is in these words here: "As I understand, they will try to "jolly" you for a thirty days' display at a two weeks' price." The only point is whether or not this is a statement made upon this postal card which might come within the view of any person that might see it as to whether or not there was dishonesty charged upon the person named in the postal card Now, you are as capable of judging that as I am or anybody else. If the card itself is a violation of the law, why then it speaks for itself. So far as depositing it in the mail box is concerned, there is no question about that. There are only two elements in these offenses. It does not make any difference what quarrel is behind it. It does not make any difference what there may be on the part of any by way of aggrieved feelings, or anything of that kind. The card itself, and the mailing of it, are the only two elements in the offense. That is all I have to say in regard to it.

Mr. Duncan: I want to ask the liberty of making a few remarks.

The Commissioner: Who are you and whom do you represent?

Mr. Duncan: I represent the O. J. Gude Co.

Mr Rose: Where is your office?

Mr Duncan: 120 Broadway.

The Commissioner: With the consent of the parties, you may proceed.

Mr. Duncan: As the District Attorney has pointed out to you, Mr Commissioner, the only words in this postal which come under the section of the statute pointed out to you, are contained in the sentence, "As I understand, they will try to 'jolly" you for a thirty days' display at a two weeks' price." You will note that in the first part of the postal, the sender informs the recipient of the postal that a certain contract has been made by the Gude Company, with the Adams Company, and that it has been made at a certain price, which, as a matter of fact, is not true. The price is not as stated. It then states, that, as I understand, the Gude Company having made this contract with the Adams Company at a certain price will try to "jolly" you into giving a thirty days' display at a two weeks' price. That means only one thing -that they will get the paper posted at the regulation price for two weeks, and then will "jolly" them into letting the paper stay up for two weeks longer, for a thirty days' display. Besides, the word "jolly," as my friend says, there is no word in this pos'al that needs interpretation, except " tutti-fruitti." If that is so, I think he must admit that the word "jolly," which is a slang expression, indicates fooling humbugging, inducing or misleading by false pretenses in some way. Now what is charged on that postal is that the O J. Gude Company will try to get this paper throughout the country, will try to get it up for two weeks at regulation prices, and at the

by empty promises, by cajoling or by threats or some sort of business methods. get them to keep it up for two weeks longer, so that they can make their profit at the prices stated here. Now, that is intended on the very face of it, to injure the Company. It shows that the sender of the postal was a competitor for this job and didn't get it. It represents that these parties got it at a certain price which is false. It then states that in order to get within that price they have got to use some underhand method I have stated one of the methods in which that "jollving" can be done. Another way which would come under the same suggestion is that a contract could be made for four weeks, and at the end of the two weeks cou'd be thrown up, and the "jollying" would then commence, and in some way they would keep the paper up for the full four weeks but only pay the two weeks' price. Now, however that "jollying" was to be done-the word "jolly" means to focl, to mislead, to injure in some way, by empty promises, and it is a direct reflection upon the character and the business integrity of this company This card was sent to Mr. Crawford. Undoubtedly the same card has been sent all over the count y to the different places mentioned on this contract-264 or more cities. Now that card having been sent out there for the sole purpose of preventing this Company from carrying out that contract successfully, stating there that they intend, through some underhand, some false, fraudulent methods, to foist this contract upon the bill posters at a price upon which they could make a large profit, is, I must insist, directly within the terms of that law. It is "defamatory" matter. It is casting a slur upon the character and the reputation of this Company, and it is a direct attempt to injure its business standing and integrity. It was to prevent the use of the United States mails for the carrying of such libels and "defamatory" and injurious statements upon a postal card where the public can see them, that this statute was passed. It is carefully worded. It tries to avoid some of these difficulties, and yet it comes distinctly within the meaning of the law. My friend has tried by his humorous suggestion, to cover up the real essence of this offense. This is not necessarily an offense for which the defendant will be imprisoned for five years, but that law covers not only grave offenses, but offenses of all grades down to the simplest. Now this is an offense of great gravity. It comes directly home to a business corporation. It attacks its integrity among a large class of the people with whom it has to deal, and unless this thing is prevented, that law is to a great extent a dead letter. I think, on looking at the postal itself and reading it in the light of these suggestions, it will be seen that there is a "defamatory" statement and attempt to injure the reputation and the character of another.

Mr. Rose: A single word, Mr. Commissioner. If there was anything needed at all to show that this postal card was not within this act, it has been the argument of the attorney for this Gude Company, because this statute says "obviously," and if it take the attorney of the Company so long to show what it obviously means, it certainly cannot be obviously within the meaning of the law, and the idea that the postal meant anything

Billboard Advertising.

the paper you can write your name on,

to my mind: and it is fair to state that

every person to whom I have shown that

postal card has said that the charge here

is so nonsensical that there is nothing

to talk about, and the idea that they can

furnish the ground for an allegation of a

crime of great gravity, under which a

man can be sent to prison for five years

-because we cannot know now what the

result will be; it is for the court to say-

the idea that a man can put in jeopardy

for a minute for such an offense-for no

offense, because you cannot call it an

The Commissioner: What is your un

ders'anding of the meaning of the word

Mr. Rose: As used in that connection

it means that they are going to try to

get a good contract out of you. They are

going to try to get you to reduce the

The Commissioner: Do you under

stand it will bear the interpretation, to

make you good-natured, and bring you

into a frame of mind that will induce

you to sign such a contract? Or does it

Mr. Rose: It doesn't mean to fool, at

all-not a bit of it and if it did, that is

not libelous. Let them go into the

Courts that are open to them and sue us

for libel if this is "defamatory," and not

sneak in here under the cover of the

United States Government. If they have

got any quarrel with us, let them go into

Court, and not sneak here behind the

skirts of the United States Government.

and try to have us punished for an of-

Mr. Duncan : Is it true that Mr Craw-

ford is a member of this Association?

You said that this card was sent out to

members of the Association. (Address-

Mr Rose: It says so on the bottom-

Mr. Duncan: As a matter of fact, Mr.

Mr. Rose: Then he is a member of

Mr. Duncan: Is it also a matter of

fact that the prices stated at the head of

Mr. Duncan: You were stating that

this was sent out to Association members.

Mr. Rose: I am making the statement

Mr. Bull: I will say this, and nothing

more. As I said when I was on the floor

that obviously on that paper there is no

fense which is not a crime.

Crawford is not a member.

the card are Association prices?

Mr. Rose: I don't know.

the Gude Association?

ing Mr. Rose.)

' fraternally."

crime

that

offense under this law.

price of bill posting.

simply mean to fool

"jolly?"

but what it said is not and cannot be true. sentence quoted-whether or not they There is an Association of bill posters in are intended as an imputation against various cities. They are notified that the honesty or character of any individual. nebody is taking the contract or trying If in the mind of the Court that is stated why then there is an offense committed; to get work, at less than the Association price. No fraud, no crime, no imputano doubt about that; but if it is not station of dishonesty-certainly not obvited on the postal card, no offense has ously; and a corporation, Gude or otherbeen committed. That is all I desire to wise, that cannot stand an imputation on say in regard to it. The Comwissioner: That is all. I its character of "jollving" is not worth

dismiss the complaint.

#### The Other Side.

OFFICE OF THE O. J. GUDE CO., 93 Hudson Street,

New York, April 26, 1895. Editor BILLBOARD ADVERTISING, Cincinnati, Ohio. Dear Sir :-

Your last issue contained a misstatement to the effect that we were trying to put out the Adams' "Tutti Frui ti" paper at less than regular rates.

Recognizing your desire to do justice to all parties concerned at all times, we have no doubt that you will be glad to rectify this error when you learn that the paper was sent to the various bill posters at prices quoted by them, and for which they have done work for us and others. In no case was any bill poster asked to work for less than these rates.

There were a few cases where the bill osters themselves had made a mistake in price quoted, and in one or two cases they had advanced their rates since making the quotation.

These circumstances naturally required some little correspondence to adjust, but we are pleased to state that at the present time, there is no question of price in a single city on the list.

The bill posters of the country seem to appreciate the manner in which this business has been handled to them. Also that Adams & Sons are big advertisers and should spend many thousand dollars every year with them, and if careful attention to this work and satis'actory showing will bring the renewal orders, the bill posters seem to have made up their minds that the appropriation of this firm for bill posting hereafter shall be many times larger than it ever has been before.

It has been a great pleasure for us during the past year to note the improved feeling between the bill posters and advertisers. The trade at large seems to recognize the fact that the interests of both are identical; that unless the advertiser makes money the bill posters won't get a chance to make any-that good work on the part of the bill posters is being appreciated by the advertisers; and that the general situation with the commercial advertisers is constantly improving, and if handled rightly should be productive of very satisfactory results in the near future

Trusting that this may set you right on the "Tntti-Fruitti" matter, we are,

THE O. J. GUDE CO.

F E FITCH, Sec'y.

NEW YORK April 27, 1895.

Minneapolis, Minn.

Replying to your inquiry, we are pleased to state that it is not us this time, and that we have no trouble with the Association whatever.

The postal card, however, that was sent out broadcast by Mr Stahlbredt, and which contained false statements regarding the "Tutti Fruitti" contract stirred up a hornet's nest.

Everyone familiar with the business knows that the tendency of that communication was to create a feeling adverse to the Adams Company as well as to ourselves; and also knows that it would influence many bill posters to give the "Tutti Fruitti" paper less consideration than it would naturally get, although the work was sent out at regular prices.

Besides this, the card was sent out in the name of the Association, which made each member liable to suit for damages -although we think that will be avoided.

Under these circumstances you will appreciate that it was necessary to take prompt action in the matter for the protection of our customers and all other advertisers, as well as for the best interests of the trade at large.

When you consider that Mr Stahlbrodt competed for this business, and was fur nished with a list of the cities to be covered, etc, his discourtesy to Adams & Sons was, to put it mildly, very apparent.

You know that the advertisers are very sensitive on these points, and it is not surprising to learn that many of them will refuse to treat further with anyone who adopts such methods.

Although it does put the Association in an awkward position, still we have assured the Adams Company and other large advertisers that the individual members of the Association would not uphold any such foolishness, and we will do all that we can to break down the strong prejudice excited against the trade at large.

The trouble seems to be that the "agitater' agi ated too much. And, by the way, who is the best frierd of the bil poster-the man who does the agitating or the man who gets the business?

The 'Scribner" work is a fair samp'e. Stahlbrodt sent it out before as a threesheet for one week at three cents. We have just sent out a new order, size increased to an eight-sheet, time extended to two weeks and price increased to four cents per sheet per week.

You know what we have done during the past year for the bill posters of the country. The business we have sent out has run up as high as \$10,000 in a month and we mean to keep right on with the good work.

We believe with you, that permanent benefits to the bill posting interests can only come through persistent effort, based on right principles and progressive business methods.

If we can't do it right we won't do it at all, and we are confident that the bill posters will back up the solid work that brings good paying business.

Keep us posted on your circus billings Enclosed find a card to be used for that purpose Also note the list of customers on the back. Isn't that the best possible testimony as to our ability to get business and to h-ndle it right when we have it?

With best wishes, we are, Yours for business, THE O. J. GUDE CO.

DON'T have too much monkey-business about your advertisement. A plain statement of facts is all the public has time to read.-Art in Advertising.

#### J. F. O'MEALIA

Whose portrait appears on the first page, is one of the most prominent bill posters in the country, and an energetic and persevering man of vast experience. He was born in New York City in 1857, has been posting bills since he was fourteen years of age. He worked for the late John Mahon, Paulding, when he was "Boss of all the Bill Posters, and was the first man to post a sheet of paper for Reagin & Clark, when they started in business in New York City. When still a boy, he was placed in charge of the paste brigade of 'John Murray's Circus, and was with the First paste brigade that traveled in a car of their own, with The Great London Circus and Sanger's Royal British Menagerie. Among the members of that brigade may be mentioned Crete Pulver, agent; Carter Couturier, general agent Buffalo Bill's Wild West: Pete Spier, foreman for Reagan & Clark. He left the bill posting business to go with the late Claude DeHaven, at Tony Pastor's Theatre, 585 Broadway. He then took the road as agent for Jas E Cooke's Circus. For three years he was agent for Jake Aberle, on 8th street, New York, when Jake was in his prime. He was with Haverly at the 5th Avenue Theatre for a while as agent, and was agent for Jack Hamilton, at the first theatre that was opened in Harlem, "The Mount Morris Theatre," He was agent for the Iron Steamboat Company the first year they started their new boats to Coney Island, and for five years was agent of the Manhattan Steam Navigation Co, which ran the famous steamer "Plymouth Rock," to Long Branch and Rockaway Beach; during this time he was the first to post bills on the roofs on the lines of the Elevated Railroads in New York City, covering the chimneys with single sheets and the sides of houses with three sheets and stands

Mr O'Mealia has been in business in Jersey City about thirteen years, starting with O'Mealia & Speare, and on separation from Speare, ran the business alone aud afterward formed a partnership with A. P. Rikeman, under the name of Rikeman & O'Mealia, and upon the death of his old partner, bought out his interest and has run the business in an up-to-date manner ever since.

Mr. O'Mealia has lately issued a handy list of the protected bill boards owned and controlled by him in Jersey City. Bayonne, West Hoboken, Union Hill and surrounding towns, which shows that Jersey City has more boards and desirable locations for advertising than any city of its size in the United States.

Mr. O'Mealia is quite a society man as the following will show: Member of Improved Order of Red Men: Past Grand Chief Ranger and Present Deputy Supreme Chief Ranger of New Jersey of Ancient Order of Forresters of America; Past Exalted Ruler of Jersev City Lodge No. 211, B. P. O Elks, and District Deputy of New Jersey, under Grand Exalted Ruler Wm. H Friday.

He is Treasurer of the Associated Bill Posters' Association of the United States and Canada.

M. F. Sprenger, the king of Poughkeepsie, thinks EILLBOARD ADVERTIS-ING is bright, newsy and up to date.

W. H. Steinbrenner, whose office is at 313 Vine Street, Cincinnati, O., conducts a thoroughly reliable distributing agency He covers all suburbs in Hamilton Co

before, there are two elements of an of-Very truly yours, fense of this nature; the first is that the postal card must come within the meaning of the statute, and the second is that it has been deposited in the mail -Mr. Rose: There is no question about MR. M. BRESLAUER,

Mr. Ball: The only question for the consideration of the Court or anybody else is, outside of any quarrel that evidently exists between the parties here, is as to the meaning of the words in the

### Billboard Advertising.

MINNEAPOLIS, MINN.

April 22d, 1895. IAS. H. HENNEGAN, ESO. Dear Sir :---

Thanks for your letter calling my attention to your paper. Enclosed you will find clipping from last night's Minneapolis Journal. We are very busy and are crowded with commercial work. I would like to call the attention of bill posters to my scheme for getting plenty of commercial work, which is as follows: We have cleaned all of our hill boards down to the bare boards We have done the same with dead walls and fences-The work on the bill boards and daubs is placed smooth and even. Our work on boards looks like a picture frame. The town is clean-no ragged paper anywhere. We employed two extra wagons and four men, doing nothing but stripping boards, walls, etc. It took them two weeks to clean the city. We find the results from a clean city and neat looking work very beneficial to us. All agents are commenting us. There are several cigar and patent medicine agents here and they are stuck on the bill posters' display. Even the newspapers are commenting on our artistic work. This is no 'jolly"-it is reality. This is the most sensible argument ever made to you in behalf of the bill posters. Keep vour town clean, and make your work show up, Give your customers good service. You must consider yourself the same as any other business man or manufacturer. Live up to your contract and you will meet with success. When business men find they can get honest service for money excended, you can rest assured the bill poster is the beneficiary. Once more, bill posters: Keep Your Ci y Clean, (all bill boards trimmed with blank,) and use a system in placing your work. Hennegan, am I right? If so, kindly touch up the boys.

> Yours truly, MIKE BRESLAUER.

#### ххх

#### ARTISTIC WORK.

#### Some Excellent Bill Posting That is

## Being Done in This City.

Noticing yesterday a gang of men putting up some extra large advertising posters, and also another man doing some very nice work with paint and brush, it seemed to be the proper caper to make some inquiries in regard to this end of the advertising business. Mr. Mike Breslauer, the owner of nearly all the bulletin boards in the city, (in connection with the theatres), happened to be in charge, and he was ready to talk. He had been in the business twenty-four years, sixteen in this city, and is a memof the Associated Bill Posters' Association of the United States and Canada. through which large smounts of foreign work is secured. He has now in his em ploy twelve men, besides his painters, and uses three teams. These are regulars, but at times he is compelled to largely increase the force. Mr. Breslauer thoroughly believes in newspapers as an advertising medium, and especially when connected with his own. He says that nearly all of the Eastern business that comes to him, so much is allowed for the papers and so much for the bulleting, and when they have them both they have the best on earth. As will be noticed through

the city, Mr Breslauer is now engaged on some particularly large Eastern contracts, these bill remaining on the boards for thirty days, It is needless for us to say anything about genial Mike's work. It speaks for itself, and his contracts are always fulfilled to the letter.-Minneapolis Journal

J. A. Clough, the reliable distributer, has bought out The Tuxedo Company and now conducts the business under his own name with headquarters at 647 Austin Ave., Chicago, Ills

The best of all advertising media is the billboards. A close second is found in distributed booklets, almanacs, couriers, pamphlets, etc. Painted bulletins and mural display signs are about on a par for third place. The newspapers are a good fourth and scientific window display fifth. Dodgers, flyers, charts, novels, perambulators and transparencies are seldom efficacious except in rare instances and even then are very expensive.

Try posters in the country. You will be able to detect the results beyond all doubt or peradventure.

Jerry Kellum, is doing a nice business at Barry, Ills.

There must be a good deal of virtue in poster, circular and bill board forms of advertising or they would scarcely have survived the newspaper attacks on them. There is an awful lot of unsold newspaper space, but it is rarely one sees a blank space on an available wall, fence or boarding .- Printer's Ink. New York.

Spencer & Dockstader is the new firm who will do the bill posting at Janesville, Wis., hereafter.

#### FROM AUSTRALIA.

Rosemont, Woodlands Road, Ashfield, N S. W, Australia, 'March 4th, 1895. Dear Sir:

Through the kindness of a gentleman here, I have seen a copy of the New Year Number of "Billboard Advertising," which is admirably printed from cover to cover, and reflects credit on those responsible for the publication. A paper such as yours, cannot fail to be great benefit to bill posters and their patrons

I notice a letter in it from Mr. Peter Sells, asking you not to believe "that a Mr. Turner at Sidney, Australia, posted bills on a gable so high that his hill. posters were afraid to undertake it "

The facts of the incident referred to are as follows: Sells Bros. rented certain space from Isaac Roff, bill poster, Sidney Sells Bros.' bill posters done all the work with the exception of a gable in George street, which they refused to do (although our firm offered to raise ladders or hang a stage from the roof whichever would suit them best ) some of the men stating that their long-handled brushes were not suited to the work Eventually, arrangements were made with Isaac Roff and the gable covered with Sells Bros.' bills by a man named Turner, employed by Roff; the brush he used being one of Sells Bros.' long-handled ones, borrowed for the occasion. Hoping that you will give this a space in your excellent journal, and wish you success, I am,

#### Yours truly.

W. R. TURNER. To Editor Billboard Advertising.

J. M. J. Kane, editor of Cincinnal Music and Drama, and also Advertising Manager of L. W. Washburn's Great Al lied Shows, is the Sole Traveling Agent for BILLBOARD ADVERTISING. Any contracts made and entered into by him for this publication will be strictly adhered

The twenty four sheet stand, made to represent a \$500 bill, enlarged many times, which has been used by Paul Dresser in advertising "The Green Goods Man." has been suppressed by the Secret Service officials and the entire stock on hand at the printer's has been seized and confiscated.

Frank P. Colby, the bill poster and distributer at Manchester, N. H., also controls the Baggage Transfer Co.

#### LOOKOUT FOR HIM.

A party calling himself Henry Martin, and representing that he is contracting agent for Sells & Rentfrow's Circus, has been collecting money through Colorado. Several bill posters have been victimized by the sharper, who is in no way connected with Sells & Rentfrow.

#### FAIR NEWS.

The Cotton States and International Exposition which will be held at Atlanta opening September 18th, and closing December 31st, is going to be a far larger and more imposing undertaking than the North even dreams of. It is simply gigantic in scope, and all-embracing in its features and varied attractions. Furthermore the exceptionally able manner in which it is conducted bids fair to make it the most successful Exposition ever held in America.; In this respect it will undoubtedly totally eclipse the great World's Fair.

#### A GOOD ARGUMENT.

Almost any intelligent advertiser is willing to concede that an illustrated acvertisement is more valuable than a plain descriptive. The reason is perfectly plain, It is because the cut of the article advertised gives a much better idea of its uses construction, appearance, etc. How much better than either, then, would the article itself be as an advertisement. There is where Fairs and Expositions come in.

The Fosters and Fair Bills published by the Donaldson Lithographing Co. are the finest specimens of lithographic art ever offered to the trade.

Walter G. Cooper, Chief of the Department of Publicity and Promotion of the Cotton States and International Exposition is doing wonderful work with the press. He modestly disclaims credit for anything other than plain, systematic work, but the fact remains that he has accomplished results so far that are little short of marvelous.

The Fair season for 1895 is now getting on, and the prospects were never before so brilliant. Everything points to a season of unsurpassed prosperity, and the number of Fairs this year will be greater than have been held for a whole decade.

#### NOTICE TO SECRETARIES.

Send in your Fair dates. The June issue of BILLBOARD ADVERTISING will contain a complete list of all Fair to be held in 1895.

So, please get in line.



"Phil," as he is familiarly called, is

2	Billboard	Advertising		
Classified Advertisements.	Classified Advertisements		MURAL SIGNS AND PAINTED BULLETINS.	
Two line displayed advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c, for four insertions, \$1 00 for six insertions. Larger carrds, 10c. per agate line.	Two line displayed advertisements under this ficading, 25c for one insertion, 60c, for three insertions, 75c. for four insertion., \$1.00 for six insertions, Larger cards, 10c. per agate line.	We can guarantée that advertisers will re- reive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertigements received from minors References as to honesty and infegrity must accompany all applications for space	Advertisements under this head are inserted free if set in nonpareil. One Dollar per annum in bold face type, and twenty-five cents per line for display ad. not exceeding six lines in size.	O
BILL POSTERS' DIRECTORY.	BILL POSTERS' DIRECTORY.	Logan, Utah; Will Crockett, City Bill Poster and Distributer	ALBANY, N. Y. J. Ballard Carroll, 54 Beaver street. Boston, MASS. J. Donnelly & Sons,	
Blending & French, the Bill Posters and Distributers of Putnam, Conn	each 150 square feet. Located in New	If You Have Anything In Distributing Line, write J. E. Strover ('0, 383 Central ave, Rochester, New York	Boston Advertising Co., 8 Bromfield st. BROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and, Hudson aves.	Ti avera his a
Advertise in the Copper Country ! Amos DeMars, bill poster, Houghton, Mich	England towns and cities, Location of boards guaranteed first-class C. S. KIE 'H1, Bill Posting and Painted Sign	Valparaiso, Indiana, Distributing in Porter co, J. H. McGill	Thos. A. Skidmore, 640 Halsey st. CINCINNATI, O. The John Chapman Sons Co., 19 Longworth st.	take ad lo
A Freak in Texas! Reliable Bill Poster at Honey Grove: Owns 7500 feet of boards, Can give guaranteed showings. Pop. 3500. See BURN ITT, the Bill Poster	Board Advertising <u>417 Main street</u> , Fitchburg, Mass Lima Ohio. The World Advertis-	Matawan, Monmouth Co., N. J. Lloyd's Distributing Agency, Box 67 St. Chaples, Mo	Dilt's Advertising Service. Ph. Morton, 171 Central ave. Hummel & Curran, 642 Main st. CHICAGO, ILLS.	open plent
Pop. 3500. See BURNITT, the Bill Poster Western Bill Posting Co., Salt Lake City, Utah. Bill Posters and Bill Writers.	Lima, Ohio. The World Advertis- ing Service. W. C. TIRRILL, Proprietor, owns and controis all Bill Boards in Lima and adjacent towns,	Hackettstown, N. J.,	R. J. Gunning, Wabash ave., cor. VanBuren st. Bour & Company, 59 Dearborn st. F. M. Lewis & Co., Temple Building. Thos. Cussack, 332 Madison st.	breez and s
The Curran Bill Posting and Distri-		I Tribuled, signs lacked, addresses furnished	CLEVELAND, OAl. Bryan, DENVER, COL	Then with
in Denver, Pueblo, Colorado Springs and surrounding towns. Gen'l Office, Denver John & Lakin, City Bill Poster.	Manchester, N. H. Frank P. Colby, City Bill Poster. D stributer and baggage Transfrr. Address 30 Mauchester st.	E. A. SEPULL, Alpens, Mich. Ashland, Ohio. Geo. M. Bott, Circulars and samples honestly distributed	The Curran Bill Posting and Advertising Co. LOUISVILLE, KY.—Heverin Bros. NEWARK, N. J.—Newark Bill Posting Co. NEW YORK, N. Y. O. J. Gude & Co., 13 and 15 west Broadway	A Th
Cooperstown, N. Y. Reliable Evansville, Ind., has population of 75.000. Write GROVES, about posting.	Scranton, Pa., and adjacent towns embracing a population of 225 000. REESE & LUNG, City Bill Posters.	Signs tacked up. Best of reference. Rochester, N. Y. Elward A. Stahlbrodt, Distributer and	C. S. Houghtaling, No. 3 Park Place Standard Display Adv. Co., 6th ave, and 13th st. Frank I. Bever, 116 Chambers street	It
75.000. Write GROVES, about posting. The Oshkosh Bill Posting Co., City Bill Posters and Distributers. Reliable and definite service. Population 30.000. J. E. WILLIAMS, Mgr., Oshkosh, Wis.	Hugh Vance. City Bill Poster and Distributer. References and estimates. Effingham, Ills.	Poughkeepsie, N. Y. M. F. Sprenger. Distributer, Sampler and Bull Poster. 1 Maple street.	New York Adv. Sign Co., 16 and 18 Park Place, Excelsior Adv. Sign Co., World Building, Display Advertising Co., 187 6th avenue Samuel H. Hoke, Nassau and Fulton streets, H. R. Robinson, Advertising Agent, J. B Coakey, og Bowery	adver much place
Chatham Bill Posting Agency, Bill Posting and General Advertising. Agents in all adjoining towns. W. W. SUANE, Mgr., Chatham. Ont.	Poster and Advertiser in Hot Springs.	Grand Rapids, Mich. George M. Leonard, Reliable Distributer	J. B Coakey, 95 Bowery Art Sign Co., 147 Bowery Chas. Jas. Wells & Co., Bowery and Houston st Frank T. Jones, 40 west Broadway, Unexcelled Advertising Co., 46 Vesey street Colyers System Advertising Service,	peopl feren costs
W. W. SCANE, Mgr., Chatham. Ont. The Summit City Bill Posters, Souder & Smith, Ft. Wayne, Ind. Managing The Temple Bill Posting & Distribuling Co	Texus Advertising (o. City Bill Posters and Distributers. Office, Alamo Plaza, Weckes Bidg. P. O Box 686.	Circulars, etc., distributed, cards nalled	American Advertising Sign Co., 1336 Race st. J. F. Johnson, SCRANTON, PAReese & Long Adv. Co.	good, matte ers.
The Elgin Bill Posting, Advertising and Distributing Company. Elgin, Ills. All work guaranteed. Population 23,000 Only licensed coster in City.	Albuquerque, N. M. Pop. 10.000. The Hudson Adv. & Bill Posting Co., own and control all bill boards. Also do distri-	Scranton, Lackawanna Co., Pa. John H. Beltz & Sons, General Advertising Agents, Write to us, 654 Deacon street	ST. LOUIS, MO. W. F. w Illiamson, 113-115 N. 6th street Hurst & Stout Adv. Sign Co. R. J. Gunning, Toronto, Can.—Price Advertising Co.	or la It i paper
FRED W. JENCKS, Prop'r. Washing:on, Ind. has a population of 10,000 Write Horrall Bros about posting	buting, tacking, fence painting, mailing.           Vietoria, British Col.         Pop. 20 000.           The Victoria Bill Posting Co. own an con-	Ionia, Mich. Thos. Keyes Distributes Circulars, Samples Chicago, Ills.	PRINTERS' DIRECTORY	articl from
Willimantic, Conn., pop. 14.000. 4ma95 J. H. GRAY, City Bill Poster	trotait oni boards, paint signs and bulletins	A Reliable Distributing Service, operated with mennot boys. P. F. Schaefer & Co., proprietors. 395 397 W. Harrison st. Dis- tributing, Sampling, Tacking and General	The following firms make a specialty of Pos- ters and distributing work. Advertisements under this head are printed	a city old fr
Carlinville, Ills., pop. 4,000. County seat of Maconpin county,	Laurence, Kas. Pop. 15.000, A. M. Poff, City Bill Poster and Distributer	Lansing, Mich.	free of charge in nonpareil. In bold face type one dollar per annum Display Advertisements (not exceeding six lines twenty-five cents a line. Advertisements amounting to one dollar and	Las etary obtai
A. J. TURNER, City Bill Poster. References; First National Bank. and ima95 C. H. C. Anderson, Banker	L. D. Hoffer, City Bill Foster & Distributer	C. A. Cary, Experienced Distributer Carthage, Mo. Pop. 10,000. Joseph Barratt, Distributer; Sampler and	over include a year's subscription free.	the si articl
Sioux City, Iowa, pop. 40.000, Put Sioux City on your list by all means. E L. Webster, bill poster, 3,000 ft of boards	EXPERT AD. WRITERS.	General Advertiser. Akron, Ohio. A ron City Bill Posting (°o. Distributing \$1.50 to \$2:50 per 1000, according to size	Boston Job Printing Co., 4 Alden, Boston Mass Boston Job Printing Co., 4 Alden, Boston Mass Brooklyn Daily Eagle Job Printing Co, Brooklyn Brooklyn Times Printing Co, Brooklyn Calhoun Printing Co, Hartford, Conn Calvert Litho Co, Detroit, Mich	right sire f
Pana, Ills. Pop. 7,000. LOU ROLEY, Bill Poster, controls all the 4ma boards. 540 ft. of desirable locations	Do you know good ads When you see them? If you do, you can appreciate my work. Specimens set 1 ur- on request. Write and tell me what you	S1.50 to \$2.50 per 1000, according to size All Kinds of Advertising Matter distributed. Reliable, prompt. Reference Population 350.000. Address,	Calvert Litho Co, Detroit, Mich Calvert Litho Co, Detroit, Mich Central City Show Printing Co, J3 Ann, New York Central City Show Printing Co, Jackson, Mich Central Litho and Eng Co, 143 Monroe, Chicago Commercial-Gazette Job Rooms, Cincinnati Correspondent Show Printing Co, Piqua, Ohio Courier Printing Co, Buffalo, N Y Corrisons John Gay and Pratt Baltimore	oppor at ha Do
E. L. WEBSTER, City Bill Poster, Sioux City, Iowa, Personal attention given to all work entrusted to me.	Use and I will quo.e price for doing it. D. B. Arcuibaid, 73 Nassau st., New York	W. H. Steinbrenner, 313 Vine, Cincinus ti- Butte, Mont.,	Central Show Printing Co, 143 Monroe, Chicago Commercial-Gazette Job Rooms, Cincinnati Correspondent Show Printing Co, Piqua, Ohio Courier Printing Co, Brantford, Ontario	oppo tbous
Los Angeles, Cal. Pop. 85,000. City Bill Posting Co., 254 S. Main street. Geo. P. McClain, Pro. F. E. Holtslander, Mg	I Write Bills and Posters. oc-95 ROBT. CARKELL, Dayton, Ky A Badly Written Bill is Worse than	Fred Kerih, City Distributer and General Advertiser, Address, 62 East Broadway Fort Wayne, Ind.	The Donaldson Litho. Co	per's Ev
Geo. P. McClain, Pro. F. E. Holtslander, Mg Pasadena, Cal. City Bill Posting Co D. Coyle, Mgr. Geo. P. McClain, Prop	ap-95. C. F. MCHENRY, Newport, Ky	Stonder & Smith, Distributers of Circulars and Samples. Office. Masonic Temple Reference, White National Bank	127 East Eighth, Cincinnati Dramatic News Job Rooms, 107 West 28th street, New York Eagle Show Print, Chicago	field ( it, in
Elm wood Opera House, Bill Posting Department. Large facilities for commer- cial work, boards in four towns having	BILLEGARD ADVKETISING is full of them	Denver, Colo. Write Curran about Distributing. Office, 17th and Larimer streets	Eaton, Allen & Co. Grand Rapids, Mich Eichner & Co, Baltimore Empire Show Printing Co	ma'te peopl buy

Elmwood Opera House, Bill Posting Department. Large facilities for commer-cial work, boards in four towns having capacity of 700 sheets. Locations excellent for local and railroad showing. Rates for local and railroad showing. Rates reasonable. Work thoroughly, promptly and horzestly done. W. H TROWBRIDGE South Framingham, Mass.

Milford, Mass. Population 10.000. W. E. Cheney, City Bill Poster, Distributer 15 So. Bow street. Sole control of all bill boards in city and adjoining towns. 22 years' experience in this city. Baggage years' experience in this and scenery truck express.

Alexandria, Minn. Boards under electric lights General advertising done in Douglas Co. Send paper—we'll do the rest. References if required. Bart's Advertising Service, Alexandria

Boonville, N. Y. Wm. Comstock, City Bill Poster. Owns and controls all boards.

Marshall, Ills. Victor Janney Licensed City Bill Poster and Distributer Nalls up signs in adjacent territory and contracts for neighboring towns. A prompt reliable and efficient service.

Fort Scott, Kas. Pop. 14.000, Harry C. Krnich, City Bill Poster Lith Harry C. Ernich, City Bill Poster, Litho grapher and Programmer. Cards tacked up and samples distributed. PUT FORT SCOTT, KANSAS, ON YOUR LIST

Belfast, Me F. E. Cottrell, (ity Bill Poster. P. 0. box 781. Resi 20 High street. Bill Posting and Distributing service

Troy, N. Y., Dundon & Co., Bill Posters and Distributers, 114 14th st.

Northfield, Minn. Pop. 4,000. H. U Ensign, Bill Poster and Distribu Board capacity, 900 sheets When you write, mention Billboard Adve

Groesbeck, Tex. Limestone County Fair and S. R 's Assn. Dr. S. D. Bugg, secy Newspaper Cuts for Fairs. Write to The Helleberg Photo Engraving Co., No. 243 Syramore street, Cincinnail, O. Wanted—Fair Grounds Attractions.

Races, July 3.d, 4th and 5th, 1895. Races and Fair, September 24th to 28th, '95. Address, with full particulars and terms, ALEX. KIRKLAND, Sec'y, PADUCAH, KY Up-to-date Fair Bills and posters.

Geo. J. Guilford, Program, Bill and Advertisement Writer, Address, Music and Drama, Cincinnati, O

AMERICAN FAIR BULLETIN.

Frenton, N. J. The Great Inter-State Fair. Jno. Guild Muirheid, Sec'y

Ionia, Mich. Ionia District Fair Asso iation. M. M. Currier, Treas.

son Litho Co., Cincinnati, ( Fair Grounds Attractions, Of Every Descriptions, Cincinnati Amuse ment Agency, 127 E. 8th st., Cincinnati, O.

Chas. Fenz & Co., New York, 103 E. Hth st. Furnish all kinds of Open Air Attractions for Fairs, Fetes, etc

Balloon Ascensions And Parachute Drops of Every Description Wm. F. Hanner, Cincinnat', O

'Laloo," "Laloo," Greatest of all Living Attractions. Address Geo. Arlington, 88 90 Centrest., New York When you write, mention Billboard Advertising.

Omaha, Neb., Thos. Mulvibili, General Advertiser, Office, 1512 Harney street Springfield, Ohio. H. H. Tyner, Reliable Distributing Service

, Advertising Co., 280 Madison

Chicago, Ills. J. A. Clough,

Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

Sanford H. Robison, Absolutely Reliable Distributing Service. 709 Sansom street

Baltimore, Md., Write to Rife & Houck. 20 North street Reliable Distributing Service

Chicago, Ilis.,

Philadelphia, Pa.,

Covington, Ky., O. P. Fairchild, Distributer and General Advertiser, Office, 16 East Fifth street Foronto, Can., Pop. 200.000, Price Advertising to., Reliable Distributers

Grand Junction, Col. Pop. 40,000, Edwin A. Hawkell. General Advir iser, Hand bills distributed and Circula a mailed to every resident of Mero County

J. H. Lane & Co., Evansville, Ind. does Distributing 317% First Street. Boston, Mass. Pop. 600.000. ••

J. F. McWhirk, General Adv, Distributer ADVERTISERS NOTE. --- We personally usrantse the service rond-ved by any Dis-tributer in our list. No advertisements re-ceived from parties unknown to us, unless accompanied by first class references, and minors are not allowed to advertise under

Hatch, C R. & H. H., Nasuran, Hennegan & Co., 127 East Eighth, Cincinnati Jackson, J B., 48 Centre, New York Jordan Show Printing Co., 128 Franklin, Chicago Jordan Show Printing Co., Ledger Job Office, 605 Sansom, Philadeipnia Libbie Show Print, 6 to 12 Beech, Boston

73-75 Plymouth Place, Chicago Francis & Valentine, 517 Clay, San Francisco Enquirer Job Rooms, 88 East Eighth, Cincinnati Fric Show Printing Co, Erie, Pa orbes' Litho Co, 181 Devonshire Boston Proc. Boston

Fox, Richard K, Franklin and Dover, New York Gillin Show Print, 132 West Lth, New York Goes' Litho Co, 140 Monroe, Chicago Gt. Am. Eng & Print Co, 57 Beekman, New York Great Western Printing Co, 511 Market, St Louis Greve 1 itho Co, The, Milwaukie, Wis Haber, C. F., Fond-du-lac, Wis Hasselman Printing Co., Indianapolis, Ind Hatch, C. R. & H. H., Nashville, Tsnn Hennegan & Co.

Free Press Show Printing Co

Libbie Show Print, Lick Show Print, Fort Smith, Ark Liebler & Maass, 224 Centre, New York Los Angeles Show Print, Los Angeles, Cal Maubert, Victor, New Orleans, La. Metropolitan Printing Co., 222 W. 26th, New York Mitchell, Chas., Ottawa, Ont, Canada Morgan, W. J. & Co., St. Clair, (leveland National Printing & Eng. Co., Chicago Pioneer Printing Co., 216 3rd, Milwaukee, Wash Richardson & Foos, 112 4th Ave. New York Riverside Printing 'Co., 216 3rd, Milwaukee, Wis Saffin, H. '., 172 Skillman Ave., Brooklyn Seers, A. S., 19 E. 17th street, New York Shober & Carqueville, Jackson st., 'hicago Springer Litho 'to., The, 324 W. 14th, New York StarPrinting 'O., Cincinnati Union and Advertiser Co., Rochester, N. Y. Union Job Printing Co., Walla Walla, Wash. United States Printing Co., Cincinnati Van Fleet 88 Centre. New York United States Printing Co., Wata Wata, Wasa. United States Printing Co., Cincinnati Van Fleet, 88 Centre, New York What Cheer Show Printing Co., Providence, R. I.

Winterburn Show Print., 166 Clark, Chicago When you write, mention Builbourd Advertising.

ther People's Brains.

## Outright, as You Choose.

IERE'S one great trouble with the age summer advertiser. He makes dvertising too heavy. He needs to off the winter clothing, to make the ook "cool" and inviting. A clean, -face type will help to do this, with ty of white paper, and perhaps a v cut or two. Let in more light, dant the ad to the changing season. try to hit the right class of people it.-Profitable Advertising, Boston

nought For Newspaper and Magazine Advertisers.

is a mistake to handicap newspaper rtising by expecting it to do too The newspaper is a splendid to present an argument as to why le should buy your articles in perce to any other. But small space big money, and if the paper is any there is lots of other interesting er to hold the attention of the read-Display advertising gives big space ittle money.

s a tremendous help to pithy newsargument to have the 1 ame of the e greeting the eves of the people fence and wall as they travel through v: to have it salute the reader as an end as he steps into the street car.

article), the very acme of help is ned if there is a hulletin-hoard on ide wall of the retail store where the e is sold. It hits the possible buyer at a time and place where, if a defor the article has been created the rtunity to purchase is immediately

es this place display advertising in si ion to the newspaper? No; a and times, no! It is the newspabest friend; its greatest help

of publicity, by its very demand for creases the cost of space and also s space less valuable; for the more people that are shouting, "Come and buy of me," the louder the one must shout to be heard above the crowd.

This is why, with the increasing recognition of its importance as a trade factor, advertising is so serious a problem to-day. This is why newspapers can't do it all. This is why display advertising is the friend and co-laborer, not the rival of the newspaper. It makes it easier to get results.

Any proprietary article that seeks pub licity to-day ignoring the value of dis play advertising and sticking to newspapers alone, is as badly handicapped in its advertising methods as is a man in the race of life if he lacks one of his senses. He may get along without it, but it is deuced inconvenient -O.J. Gude in Display Advertising, St. Louis.

POOR advertising is waste. Good advertising is gain. The knowing How upon the page in the smallest type. WHEN, and WHERE to advertise is nec. "Why do you waste your money, Rob-"ert?" asked a friend. "I noticed that essary to success. Placing such an imsame line so often. Would not half a portant matter as your advertising in the hands of an inexperienced person (be page have answered your purpose?" "Half a page would never have caused he relative, friend, or dependent) is a you to ask the question," replied Mr. great mistake. Better pay him to keep Bonner. "At least five people will ask his hands off. There are experienced men who make of advertising a life-study. to every line, was the way I figured it." -New York News. -The King's Jester.

### Biliboard Advertising.

owed, Appropriated, or Stolen

. ..

st, and best of all, (if it is a propri-

ry new advertiser that enters the

WITH the coming of spring there seems to be a lively revival of the sand wich man and "parade" advertising in general. These street processions invariably attract attention, but it is rather doubtful if the interest they create extends much beyond their own unusual appearance.—Art in Advertising:

THE long line of boys, clad from head to foot in white duck, each wearing a cook's cap and apron and carrying a gorgeons banner on which is printed the name of a lunch resort, is not so bad In the shopping districts it ought to be a good thing -Art in Advertising.

#### The "Say" Poster.

The Boston correspondent of Art in Advertising has the following comment to offer in regard to the famous "Say" Poster in the May number of that Magazine:-

#### Some Suggestion For Printers. By W. Moseley.

Printers in small cities and towns-and the same thing may be said of those in larger cities-are poor advertisers, it they advertise at all. While they have some hing that is in universal demand, they seldom seem to be able to make an interesting advertisement. One great trouble with printers, although they might not admit it, is their lack of enterprise in supplying and getting up really artistic work. They say 'People won't pay for it." Just the opposite. People do not have the opportunity to get it or long as the poster is to be in use. I they would soon see the advantage of using that class of work. Like really good advertising, really fine printing pays, and pays well, both printer and customer.

A reputation for turning out really artistic work is a great thing for a printer in these days of competition. Business

THIS is an ideal poster, according to M Cheret:

It "should be as simple as possible, and I consider the introduction of one figure and need I hardly say, that of a lady for choice, is indispensable; whenever it is possible, this figure should be life-size. My own posters are never smaller than sixty centimetres (two feet) by eight-six (nearly three feet), and my favorite size is two hundred and fifty by ninety; the figure should, of course, be elegantly and brightly dressed in some striking costume not likely to go out of fashion as always make a point of designing the lettering of the actual advertisements. I do not believe in black and white letters, but have no objection to their being very dark blue, red, or violet; this produces the effect of black without giving a jarring note .-- The Echo, Chicago.

THE exhibition of posters made by the Cowles Art School attracted considerable attention. There were a number of unique specimens shown, many of them bearing out the ideas of the Beardsley .--Profitable Advertising.

SPEAKING of mysterious disappearances, what has become of that proposal to ab lish the bill bcard nuisance in Chicago — The Echo.

DON'T attribute the success of a business enterprise to luck. If you will examine closely, you will generally find some potent advertising force behind the throne.

No business of any kind, provided it is worthy of patronage, but what can be increased by judicious advertising.

To make money you must be willing to spend some-select good advertising mediums and you are pretty safe of good results.

Many good advertisements are spoiled because the writer don't know when to stop. Make your advertisements brief and to the point.-Brockton Times.

It took a good many years for advertisers to learn that it paid better to hire the kind of brains that they didn't have to look after the advertising end of their business, rather than bungle along with it themselves. There are some even now who are struggling away at the business failing to recognize the fact that the very best expert service is the kind that pays best.-Profitable Advertising.

SOME merchants sit down and criticise their competitors' methods of doing business, only to see them get rich, and themselves get poorer. It is bad policy away, when it is slipping away for the want of just such progressive ideas. The old fogy methods of years ago won't do for 1895. Get up and at them.-Progress

"FULL many a gem of purest ray serene The dark unfathomed caves of ocean bear;' Full many a bargain goes for days uns Because the people do not know it's there, -Printer's Ink.

BAD luck is simply a man with his hands in his pocket, and a pipe in his mouth, looking on to see how it will come out. Good luck is a man with pluck to meet difficulties, his sleeves rolled up, working to make it come cut all right.—The John Hancock.

"Mr. Donnelly, the well-known bill poster, is using a creation of the modern impressionist (?) school of art. I suppose its title should be, ' Say." It is florid in tone, gruesome in its awful frightfulness but altogether good-for advertising. It is an apt illustration of the association ofideas principle, and, once the idea incalculated that this monstrosity is Donnelly's, the association can never be obliterated."-Art in Advertising.

A TALE is told of Robert Bonner and of his belief in advertising. One day he engaged a whole sheet of a newspaper and repeated a two-line advertisement upon it over and over again. It must have been repeated five thousand times

men are gradually coming to realize that it's the best work that pays best, and they are consequently willing to pay for it. It is human nature to want as good, or a little better, than your neighbor is

getting. Suppose a particularly fine job of program, menu or invitation printing is done, why not make that job the subject of an ad in the local papers, describing for a merchant to say that "such and the beauties of their job, and making such methods" would drive his trade mention of the fact that a specialty is made of this class of work, and inviting people to come in and see this and other specimens of nice work ?- Printers' Ink.

PERSONALLY, I like an advertisement that tells me in the briefest possible manner what the advertiser has to offer me I never read, under any circumstances, except in connection with my business, the discursive introductory remarks-curtain-raisers, so to speakwhich seem to be popular with some advertisers. When I want to read, for the pleasure of reading, I can usually find something more profitable and entertain-ing than these "side talks" with my tailor or shoemaker - Art in Advertising.



Official Organ of Associated Bill Posters' Association

PUBLISHED EVERY MONTH BY BILLBOARD ADVERTISING CO. No. 127 E. EIGHTH ST., CINCINNATI, O.

## JAMES H. HENNEGAN, MANAGER.

#### -----ADVERTISING RATES.-----

are made without charge as often as the advertiser or agent may require. (Copy for all such changes must reach us before the 25th of each month.)

SPECIAL ADVERTISEMENTS .- See page 2.

Smaller advertisements 25 cents an agate SUBSURIPTION.

One Year, in advance, \$1 00 Six Months, 50 cts. Single Copies, 10 cts

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Adver-tising Newspaper Agency, Trafalgar Buildings. North-umberland Ave., W. C. In Parin, at Brentano's. 17 Avenue de I Opera. The Trade supplied by all News Companies

News Companies Remittances should be made by cheque, post office or express money order, or registered letter. The Editor cannot undertake to return unsolicited

our efforts to establish the necessary

\* . \*

Now that Oscar Wilde has been rele

gated to the oblivion he so richly meri-

ted, it is to be hoped that those artists

who are aping his protege, Aubrey

Beardsley, will dispose of this billious

incongruous, and wholly inartistic style,

as effectually and thoroughly as English

justice has of the man who made its pop-

nlarity possible. It has accomplished all

the good that it is capable of accomplish-

ing and its further use and employment

cannot be other than baneful in influence

\*\_\*

THE licensing of city bill posters not

infrequently gives rise to much amusing

comment and newspaper discussion

Several such instances have occurred

during the month just passed, and al-

though happening in widely distant

localities, are almost identical in tone

and conclusions The consensus of

opinion is that the ordinance creating

the license is passed at the solicitation of

the bill poster for the sole purpose of

securing to him a sinecure in the shape

of a monopoly of the business in the

town in question. There is some slight

color of truth in the charge, but barely

enough to render it discernable, and com-

pared to the advantages reaped by the

city, those that fall to the share of the

\* \*

WHERE no license exists, the veriest

tramp who can buy a brush and steal a

bucket can style himself a bill poster,

bill poster are almost infinitisimal.

endorsement and support.

Cincinnati, Ohio.

25 cents an agate line with the following liscounts, viz: 10 per cent off on advertisements amount-ng to over 20 lines and less than 80 lines 20 per cent. off on advertisement amount-

20 per cent. off on advertisement amount ing to over 80 lines and less than a quarter of a page

#### RUNNING ADVERTISEMENTS.

KUNNING ADVERTISEMENTS. (Repeated or continued insertions.) Rates on one page, one half page, one third page and one quarter page advertisement for two or more insertions quoted upon application. Smaller advertisement 25 cents a line subject to the regular discount on sin-gle insertions and the followin additional discounts, viz:

10 per cent. off for three insertions. 15 per cent, off for four insertions. 20 per cent. off for six insertions. 25 per cent. off for twelve insertions.

Explore cont. on for twelve intertaints. READING NOTICES.-With Set or \*\*\*, 50 ents per line brevier measurement, (which quals about eight words to the line) subject to the same discounts that obtain for single ad continued advertisements.

When it is necessary to wire us copy and instructions for advertisements, great sav-ing may be had by recourse to the Lonaldson Cipher. We are conversant with the use of the Code. SPACE CONTRACTS.—Special rates on con-tracts of 1,000 agate lines and upwards may be had on application. Changes in matter

Address all communications, for either the editorial or business departments, to BILLBOARD ADVERTISING CO.

### No. 127 East Eighth Street.

In this issue we publish a list of the great need of one exists, we trust that fairs of the United States and Canada, together with the dates thereof, the medium will meet with the necessary names of the societies under whose auspices they are held, and the names of the officers of each. It is worthy of note that this list is the most complete catalogue of fairs that has ever been published, and furthermore that it has been brought out fully a month earlier than any similar compilations which have preceded it In our July issue the list will again appear. It will be thoroughly and carefully revised in the meantime, and every effort will be made to render it absolutely accurate and complete. To this end, we solicit the co-operation of the secretaries of the various fairs omitand effect upon posters and poster ted or incompletely represented in this issue, and invite them cordially to bring printing. to our notice all errors and omissions that appear in this list in order that the July issue may be absolutely correct.

#### \*.\*

In this connection, we desire to state that the columns of BILLBOARD ADVER-TISING are at all times open to the officers of Agricultural Societies. Items of news or general interest are solicited. and will always be gratefully accepted and published. It is our aim to make this paper a medium of exchange and communication not only between the officers and managers of fairs, but also their interested allies the vast army of advertisers at large, not a few of whom esteem an exhibit at a fair the most valuable of all advertising mediums.

### :`**≄\_**\_ ≇

HENCE, we are fully as much interested in this field as we are in bill posters, poster printers and distributers, and ready at all times to devote an equal amount of space and attention to it. As there is no journal answering the re- and as a consequence the city has its quirements of fairs in this respect, and a streets littered, citizens suffer in conse-

#### Billboard Advertising.

quence of having their fences pressed into service for boards without their sanction. Their walls are similarly appropriated, and various other acts of vandalism too numerous to mention, are perpetrated by the irresponsible parasite, who is a nuisance, first, last, all the time. On the contrary where a license exists even though it be a compara'ively small one, the mere fact that it is paid, argues a certain degree of responsibility and integrity upon the part of the person licensed, and insures a proper regard for ordinances prohibiting littering streets with paper. It secures rentals to citizens owning desirable locations for bulletins and billboards and above all secures to me chants an honest and reliable service.

As to creating a monopoly, it never does. For no matter how high it may be placed, if, by reason of incompetency, obsolete methods, or lack of enterprise, a bill poster makes it possible for a competitor to step in, just so sure competition will arise No intelligent bill poster ever relied upon protection of this nature and none ever will. The only protection they need, and the only kind they desire is that which arises from their efforts to afford their patrons and their town an honest, efficient and progressive advertising service.

#### AN APOLOGY.

In our May issue we published a letter from Mr. Thos. S. Dando, manager of the famous Ledger Job Office of Philadelphia In so doing, we inadvertently committed a grave, and we might say, inexcusable breach of etiquette, inasmuch as the letter was not intended for publication, and we had not secured Mr. Dando's permission to use it.

We gladly make the only reparation possible under the circumstances, by tendering this explanation with our apologies.

IF subscribers who fail to receive BRELBORRE ADVENTISING regularly, will but look into the matter they will often find that it is borrowed by employees before they arrive in the morning.

Art in Advertising for May was a superb number, splendidly printed, and admirably illustrated.

### WHEN you use a plain descriptive poster, above all things, be brief and to the point. With pictorial illustrations or

illuminated designs to aid you in attracting the eye and holding the attention, you can sometimes afford to be verbose, but with only cold hard type-never.

#### THE INDIANA BOYS.

The Indiana State Bill Posters' Association met at Indianapolis, Tuesday, May 21st. The convention which was largely attended, (over 60 members being present) was called to order at the Grand Hotel. Mr. F. M. Groves of Evansville Ind. was elected president, and was also appointed delegate to represent Indiana at the International Convention of Bill Posters, which will be held at Detroit Mich., in July.

The complete report was received too late for publication in this issue.

IT is not always possible to command immediate prosperity, but ultimate success can certainly and positively be attained by judicious advertising

## QUICK PASTE SLINGING.

#### Jimmy Lannigan Wins Bill Posting Contest by Slapping Up News Tribune Stand in Nine Minutes.

The News Tribune twenty-four sheet stand, posted by Jim Lanigan of the Duluth Bill Posting Co., was the first one in place yesterday at the bill posting contest on First street, havir g been unfolded. doped and posted in the remarkably short space of nine minutes flat.

The contest was a good thing and was witnessed by too large a crowd to keep count of, every window of the post office being filled, to say nothing of a band of Chippewa Indians who are attending the United States Court. James Foley was chosen timekeeper and the judges were Frank Shul: e and John Sigvaldsen.

James Lanigan, John Palmer and Harry Bunnell, representing the Duluth Bill Posting Co, Temple Opera House, and a West Superior theatre, were the entries, and the way paste flew was a caution. Jimmy drew the News Tribune stand. the Marshall-Wells stand fell to Palmer, while Bunnell, who, by the way, had first choice, selected the Weisman restaurant stand. The stands were gotten up by the Duluth Company under the direction of Billy Longstreet, and are strictly artistic.

At the signal the men nitched in and were even, sheet for sheet, until the eighth, when Palmer led the others by a trifle. At the twelfth sheet, Lanigan caught up to and beat him out by the wind. Time: Lanigan, 9 minutes; Palmer. 9:10; Bunnell, later.-Tribune, Duluth. Minn.

THERE is a hue and a cry of substantial proportions in evidence at Wellsville O. over the ordinance recently passed by the council of that city, licensing a city hill noster and distributer. Merchants generally including the mayor, deem the provisions much too strict

## **NEW DRESS OF POSTERS.**

#### Bill Boards Throughout the City Blossom Out in Spring Attire.

Bill bcards all over the city have been receiving a new dress of posters during the past few days, announcing to the public the merits of the cigars made by Straiton & Storm, and of the French tonic, "Vin Mariani," made by Mariani & Co., who have houses at Paris, London, Montreal and New York. The advertising now being done by these two firms in this city is under the supervision of George Hastings, and from the extensive billing of the city, it is evident that he intends that the public shall be fully informed of the merits of the "White Owl" cigar, and of the tonic which is sure to overcome "that tired feeling," as well as other ills.

The work of posting the bills, which is being done by the Breslauer Company, is progressing rapidly, and where two days ago were bare bill boards or tattered posters, there are now thousands of big new paper signs, comprising acres of paper fastened on with barrels of pasteand all to the end that he who runs may read and be informed as to how he can get a good smoke for his money-and further may know what to do, to relieve his weariness, if his running gives him "that tired feeling."- 7 ribune, Minneapolis, Minn.

#### FROM THE O. J. GUDE CO.

OFFICE OF THE O. J. GUDE CO., Editor BILLBOARD ADVERTISING. Cincinnati, Ohio.

Dear Sir:-

Your very fair attitude in publishing both sides of the "Stahlbrodt controversy" leads us to send you a copy of a letter sent to Mr. L. N. Scott, of St. Paul, Minn., relative to a special contract for himself and the adoption of a special discount on long-time bill posting contracts for commercial work. As it is the province of the press to

push the adoption of such measures as it considers will be of material benefit to the public at large and its subscribers in particular, also to oppose the things not approved of, just give the matter fair consideration and if you think it is right, push it along. If you don't agree with it, jump on it real hard.

The amount of inducement mentioned in the letter for three months contracts is twenty per cent., which we think is as little as would carry the necessary weight with advertisers to influence them favor-

for the discussion of this and a hundred kindred subjects which are of the greatest importance to bill posting, that your publication will increase its already strong position until every bill poster and every advertiser in the country will find they must have it. Respectfully yours,

Dictated by O. J. Gude.

XXX OFFICE OF THE O. J. GUDE Co.

MR. L. N. SCOTT, St. Paul, Minn.

Dear Sir · To-day we have made shipment to

you of "Tutti-Frutti" paper for another four weeks display. It is a pleasure to state that this re-

newal order has been helped very largely by the good work done by the bill posters throughout the country on the last "Tutti Frutti" billing, in spite of the endeavor of Mr. Stahlbrodt to "queer" the work.

We tried to make this renewal order for three months, and could have closed it for your own and other cities, if we had been in a position to offer a fair discount for a three months continuous run. (covering the summer months.)

tinuous service, we intend to present to the members of the Association at their next convention. It is a subject that the writer has discussed with your president at Chicago who was thoroughly in harmony with our idea, that concessions should be made to advertisers for a continuous billing of three to six months.

simpler for the bill poster. It gives him assurance for his space covering a substantial period, which is also a sufficient guarantee for him to

profitably make any needed extensions of his holdings. Experience has proved that it increases

the volume of bill posting and the income of the bill poster. It gets the advertser into the habit of

making larger contracts and much heavier appropriations.

NEW YORK, May 24th, 1895

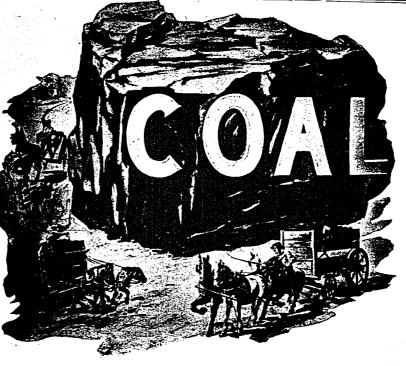
We hope that by opening your columns

THE O. J. GUDE CO.

NEW YORK, May 24th 1895.

This question of discount on con

It makes the service much easier and



Billboard Advertising.

A NEW ONE-SHEET POSTER. By The Donaldson Litho, Co.

paper out during their entire season, instead of making one or two billings two or three months apart, as is the general custom at the present time.

It adds needed stabilty and character derfully increasing the possibilities of corresponding satisfaction to the advertiser.

The bill posters of New York and other large cities who have encouraged the same, are unanimous in acknowledging that the long-time contracts that we have placed during the past season for "Franco-American Soups," "Enameline," "Virginia Leaf," "Parsons' Household Ammonia," and others, have done more to induce new advertisers to come into the field than anything that has been done in the bill posting line, and are mainly responsible for the fact that in New York the income from commercial work nearly equals that from theatrical posting.

Why should not the entire Association profit from this experience and take such steps as to follow up the advantage gained?

Is it not time for wide-awake and alert bill posters to rise to the situation and come into line with the newspapers. magazines, horse cars, and all other advertising mediums and commercial houses, who invariably hold out special inducements to customers for "longtime" or "large quantity" contracts?

Now please don't think this is an endeavor on our part to cut prices We simply feel that this is an appropriate time to bring up this issue for general discussion and intelligent action on the part of the bill posters, and have sent letters similar to this to Kansas City, Milwaukee, Minneapolis, Denver, Omaha and several other points, also to officers of the National Association, with the request for their consideration and cooperation.

We have been paying from \$10,000 to \$15,000 a month to the bill posters, and think that the trade that we control, in spite of constant endeavor to handicap us and our customers, places us in a posi

It also encourages the habit of keeping tion to make a personal appeal to the common sense of the individual bill posters and suggest ways and methods by which the business can be increased

If it hits you as straight common sense to make a concession of about twenty to this method of publicity, besides won- per cent. on a three months contract, kindly notify us and we can without responsiveness to the advertising, and a doubt send this and other long time l usiness.

Bill posting is a new department in our business. We have during the past year demonstrated more of its possibilities than all other agents combined. Some bill pusters have misunderstood us because we would not agree to methods that we knew would dwarf instead of increase the growth of the business

For certain specific purposes we believe in bill posting, heart and soul. We also velieve just as earnestly in associated effort, when under a wise guidance and a judicial management that seeks the greatest good to the greatest number and always recognizes the equity of every interest with which it comes in contact. We will aid associated effort on these lines only, and know that co-operation on a bread basis should enable us to turn half million dollars a year to the bill posters.

> Yours for business, THE O. J. GUDE Co, O J. Gude, Pres

NOTE .- The above letters from the O. J. Gude Co. deal with questions of importance to members of the A. B. P. A. and bil posters generally, hence they are newsl and we gladly give them space in our columns, which are always open to dis cussions of a similar nature or import -Editor.

#### BLACK CROOK IN BLOOMERS.

#### The Objectionable Bill Board Paper Changed at Freemont, Neb

The opera house management vesterday covered all their bill boards with the "Black Crook" show bills. The display of the human form in tights was pretty "loud," and some citizens delved into the city ordinances and resurrected a provision thereof forbidding such displays.

This morning it was found that all the favorites of the row were dressed in bloomers of the latest cut, and some whose dresses were a little shy in the waist, wore green and pink neck ribbon with long ends. The question is this morning: did Manager Usher order the divinities clothed, or did some one else do it to save him the trouble? The bill boards attracted double the attention they did before .- Quincy, Ills. Herald.

G E & C. E. RUNEY are the city bill posters of Wankegan, Ills. They have established a splendid service.

Printers' Ink prints an article on bill posting oy Charles Dickens, from which it appears that even in that day the newspaper relied on the bill boards for their dvertising.

THERE have been two meetings of State organizations recently. but in neither instance were we favored with an account of the proceedings. If same had been forthcoming, we would gladly have given them space.

ELDER, JENKS & RABORG

'Excelsior **Circus** Paste

## BILL POSTERS' BRUSHES

Made of Hard Wood head, best long Russian Bristles, copper wired. The most practical and reliable brush

by Barnum, Forepaugh and the leading Circuses and the leading Circuses and Bill Posters throughout the United States and Canada, Size 9 inch.

Price \$30.00 per doz. \$3.25 Each.

Extra Extra for Circusca \$40 00 per Doz. \$4 00 Each. Sent C, O, D. to all parts of the Country

ELDER. JENKS & RABORG Brush Manufacturers. PHILADELPHIA.

AVTRA XTRA XTRA COPPE

127 N. Fifth Street, Cor. Cherry,

#### Billboard Advertising.

Gentlemen -

## The Rochester Bill Posting Co., ED. A. STAHLBRODT, Manager. Bill Posters. Distributers and General Advertisers. No. 16 and 18 Mill Street, ROCHESTER, N. V.

#### Editor BILLBOARD ADVERTISING :-

Each arrival of BILLBOARD ADVERTIS-ING compels me to knock off everything else until I peruse every line, and afterso doing, I invariably say, "It's a daisy." And so it is. Now, I think that every bill poster should read it and become a subscriber at once, it being the official publication of the Associated Bill Posters' Association of the United States and Canada, everything of interest to its members should be found in its columns, thereby lessening the labors of its officers considerably, and knowing all matters to be authentic.

As all our craft are aware, we meet in Detroit, Mich., on Tuesday, Wednesday and Thursday, July 9th, 10th and 11th, and every member, if they never attended a meeting before, should attend this one, as matters of importance will be brought up that will amply repay all for time and money spent. Bill posters generally, whether members or not, should also find time to attend and listen to the discussions on matters that can only be ventilated at such gatherings. All grievances can and will be settled. No matter what the kick may be, come prepared to give vent to your feelings, and shake off ' that tired feeling."

These annual gatherings serve to make us better acquainted, and places confidence in the respective abilities of each other. Why bill posters can't be united as one solid brotherhood is beyond my comprehension. If united, nothing but success can perch on our banner. I really and positively know bill posters who have had work sent them at the regular Association rates of three cents per sheet per week and have refused to do it, all they wanted being four cents for thirty days. Probably these people didn't know the war was over. If they had attached themselves to our Associatiou and gotten their work through the only channel that members should secure work-our New York office, under the management of E. B Stahlbrodt-they would have known what was going on and be money in pocket.

Let any bill poster take paper and pencil, and they will find it impossible to do work for less than Association price and do it honestly. Then why do they ask a big price for theatre and circus work and for commercial less? Were I a manager, I would insist upon the same conrtesy shown me.

Dwell upon this brother posters, and you will readily see the importance of coming into our Association before it is too late: the longer you stay out the more money you lose. We don't say that our Association should run your business but the black eve given bill posters has to a great extent been given by you yourself. May I once more ask of you, as mem-

bers of our craft, come to our meeting, take a vacation, bring your wife along, get acquainted with the men who are now conducting the hill posting business see the benefits derived from being a member of an Association. All other branches of business can be united; why

We have several propositions for membership to be acted upon, and I hope to receive calls for several more application blanks before the meeting. Three states have organized since our last meeting and ask for admission. So

can't we? And we can, with your aid.

you see, with all the obstacles put in our way, we are creeping at a very rapid rate and are in shape to continue on.

One word about our New York office. For years we have been in the hands of the middle man, who has made capital and held big positions at the expense of the bill poster, making his own terms, which we had to leave or accept as he seen fit. He could make any deal he wanted, and never give Our interest any consideration. Now all this is chavged. We have our New York representative, who devotes his entire time and attention to our interest, and if you will place your confidence in him you will see where the benefits are derived. If we searched the entire country we could find do more competent man for the place than the one our Association selected, Mr. E. A. Stahlbrodt. He is qualified in every respect for the place, and is filling it to the letter. The good work can and will go on. Join us and see for yourself

I wish more of our members would write to your valuable paper letters like our Brother Breslauer. It does one good to read such interesting articles.

There is pi'es of paper ready to be put out if the advertisers know that we are united. Therefore return all paper unless it comes from our New York office. and they will see then who and what we are. My agreement and membership I consider the largest and most available assets in my business, and under the leadership of Mr. Stahlbrodt, I have gotten more work and money than all other solicitors put together.

Let that little lamp of reason in your mind burn, and never let it die out, and the near future will develope all I say to be true. Write for any and all information : ready to answer all questions for the benefit of our craft, and when success does crown our hard work and earnest endeavors, no one will throw his hat higher or shout louder than

#### Yours at all times.

BALLIE CARROLL. Albany, N. Y., May 30th, 1895.

BUBB BROTHERS have purchased all posting privileges at Williamsport, Pa. Mr. George H. Bubb, who formerly did the posting in that city, but recently piloted the Bubb Comedy Co, with no small degree of success, has returned once more to his former fields, and promises to make things boom in that vicinity.

MR. T. J. MURPHY, Treasurer of the American Bill Posting Co., Brooklyn, N. Y, will sail for Europe before the next issue of this paper. The best wishes of the entire craft goes with him, he being one of the oldest bill posters in the United States, Safe return.

#### DENVER NEWS.

DENVER, COL., May 28, 1895. BILI BOARD ADVERTISING. Cincinnati. Ohio.

THE ERIE BILL POSTING CO.

ED. A. STAHLBRODT, Manager.

Bill Posters. Distributers and General Advertisers.

No. 10 North Park Row. ERIE, PA.

I notice that you have a good editorial in your last issue in regard to accepting no ads. from any irresponsible parties for distributing, on account of a number of complaints. We think that you are taking a good stand on that, as surely distributing of samples, pamphlets or dodgers is just as essential as bill posting and they go hand in hand, and you cannot impress too firmly upon the bill posters, or parties who make a specialty of distributing, that the work should be done honestly and conscientiously. There should be a fair price paid for distributing. We figure if a man averages six hundred to eight hundred pieces of advertising matter a day, he is doing a good day's work, and it is a trade in itself. Some people may say, "Well, I can distribute as easy as anybody else." I say it is easy for a man to saw a board when you are looking at him, but let some people take the saw, and very often it is sawed crooked. A distributer who will average one house a minute will make sixty houses an hour, or in ten hours he will put out six hundred pieces of advertising matter.

In distributing, we have to rely upon the honesty of the parties distributing, as there is hardly any way to check this work up With bill posting you can ride around and show a man almost every sheet of his paper, but to find out if distributing is done properly, you would have to knock at the door of every house. We use a horse and wagon that makes a specialty of distributing, and on top of our wagon is the following sign, in large letters: "Notice how we do distributing; a bill in every house." We also stamp distributing matter with the following copy: "If more than one of these are left at your house, please notify us at once. Telephone 1351 The Curran Distributing Co." This also helps to check the men that are putting out the work. and they will do their work right. And we argue that no distributing can be done for less than two dollars a thousand and from that up, according to the bulk of the matter.

When advertisers offer to pay only a dollar, or a dollar and a quarter for distributing, they are really wasting that much money in the long run, paying on an average of three to four dollars per thousand, because the men double the work to get rid of it when they are not paid a sufficient price to make a profit, and we figure that it costs us one dollar and a half per thousand to distribute pamphlets or circulars.

Yours very truly. JAMES A. CURRAN.

WE notice an article from Mike Breslauer, the bill poster of Minneapolis, where he says he strips the paper down to the bare boards and blanks, them.

That is also a good idea, but after he does that, if he will take a lot of his old flour sacks or old canvas, and cover some of the boards with that, post it on as you would paper and then tack it, you would be surprised how long his paper will look neat and nice. We have tried that in this territory and it has given wonderful satisfaction, as the canvas very often lasts as high as four or five months on a place.

JOHN COLEMAN, the bill poster from Leadville. is visiting us this month.

DON'T you think that it would be a good idea for bill posters to exchange views or express their opinions about posting, and also keep each other informed in regard to all business matters that would be for the good of the fraternity?

J. G. REESE, of Reese & Long, Scranton, Pa, while on his return from Philadelphia, where he was in attendance at the Odd Fellows' celebration, was a caller at our New York office, snd said : "Since I signed the agreement, I have no trouble in getting the Association prices, and business has improved fifty per cent.

#### The Collectors.

WILL BRADLEY has issued a new poster exploiting the advent of The Echo. a fortnightly magazine, publshed in Chicago. A special edition for collectors has been issued, copies of which may be had by addressing The Echo Publishing Co., Chicago, Ills, enclosing twenty-five cents.

SCRIBNER'S have issued a special col. lector's edition of their "Napoleon" poster The price is \$1.00.

THERE'S many a merchant who has been On bankruptcy's dark brink Who saved himself in time, by keen,

Wise use of printer's ink -Printers' Ink

SEE the call for the Fifth Annual Con vention of the Associated Bill Posters Associtaion, of the United States and Canada, at the Hotel Cadillac, Detroit, Mich., July 9, 10, 11 and 12, in another column



Fourth of July One Sheet.

## LISTOFFAIRS + + 1895. + +

Advertisements in this List are inserted free, if set in nonpareil, Twentyfive cents per month in bold type, and twenty-five cents per line for display ad not exceeding seven lines in size.

## ALABAMA.

Greenville, South Alabama Fair Society. R. G. Porter, sec'y, No Fair 1895 ry State Fair, No Fair 1895 ARKANSAS.

## Batesville, Batesville Fair Association, Dr. D. C. Ewing, pres't, C. T. Rosenthal, treas. A. N.

Simmons, sec'y, Fort Smith, Fort Smith Fair Society, George Sengel, pres't, Will Luce, sec'y. Springdale, Springdale Horticultural Society, F. E. Wilson, sec'y.

### CALIFORNIA.

Nafa City, Nafa Agricultural Society, E. H. Winslip, pres't, Nathan Coombs, sec'y. Red Bluff, Tchama County Agricultural Associa-tion, R. H. Blossom, pres't, R. Hook, sec'y, W. B. Cahoone, Treas.

- Sacramento, (State Fair,) State Agricultural Society, C. M. Chase, pres't, Edwin F. Smith,
- Ventura, Ventura Agricultural Society, Hon-Orestes Orr, attorney
- Willows, Glenn County Agricultural Society, Jas. Shelton, pres't, W. V. Freeman see'j July 16 to 19.

#### COLORADO. Denver. Colorado Exposition Company,

CONNECTICUT.

Branford, Branford Agricultural Society, Geo. C. Fields, pres't, Walter Foote, treas. J. A. Paul, sec'y, Sept. 26 and 27 Windham County Agricultural Socie-Brooklyn, Windham Cou ty, J. B. Stetson, sec'y.

Chester, Chester Agricultural Society, Dr. F. S. Smith, pres't, F. G. Smith, treas. Hared E. Smith, sec'y, Oct. 1 to 3 Clinton, Clinton Agricultural Society, E. H. Wright, pres't, G. H. Brooks, treas. C. H. Evarts, sec'y, Oct. 1 to 4

M. Rundle, sec'y, Oct. 7 to 12 Guilford, Guilford Agricultural Society, Geo. W. Dudley, pres't, Geo. B. Spencer, treas. Lewis C. Wilcox, sec'y, Sept. 25 Norwich, New London County Fair, Jas. A. Bill, pres't, Chas. W. Hill, treas. Gilbert L. Hewilt, sec'y, Sept. 24 to 26 Rockville, Tolland County Agricultural Society, Wim. D. Holman, pres't, Frank Grant, treas. F. Romaine Tucker, sec'y. Sept. 10 to 12 Watertown Watertown Agricultural Society.

Watertown, Watertown Agricultural Society, W. G. French, pres't, W. J. Munson, treas, A. H. Scovill, sec'y, Sept. 11 and 12

Willimantic, Willim sup't, Oct. 1 to 3

## DELAWARE.

over, Agricultural Society of Delaware, Geo. A. Millington, pres't, Louis Schabinger, treas. John B. Wharton, sec'y, Sept. 30 to Oct. 5 Wilmington, Wilmington Fair Society

FLORIDA. Dixie Social Fair Society, No Fair Bartow.

#### GEORGIA.

Atlanta, Cotton States and International Expo-sition Co. Walter G. Cooper, sec'y, Opens Sept. 18, closes Dec. 31 Warrenton, Warren County Fair, J. H. Robinson, pres't, P. B. Walker, sec'y. Oct. 23 to 25

IDAHO. Boise City, Boise City Driving Club

#### ILLINOIS.

Albion, Edwards County Fair Association, Jos. White, pres't, Geo. Wearer, treas. Edward Craig, sec'y, Sept. 17 to 20 Alcdo, Mercer County Agricultural Society, T. Gilmore, pres't, R. II. Boyd, treas. J. McCrea, sec'y, Sept. 16 to 20 Anna, Southern Illinois Fair Association, Jas. N. Pitch, presi, R. B. Stinson, treas. M. V. Evans, sec'y, Aug 27, 28, 29 and 30

Atlanta, Union Fair Association, W. B. Stroud, sec y, Sept. 3 to 6 Avon Avon District Agricultural Board, H. F. Townsend, pres t. J. F. Mings, treas. Julian Churchill, sec'y, Sept 17, 18, 19 and 20

Churching see y, seep 1/, 10, 19 and 20 Belvidere, Roone County Fair Association, Frank King, prest, W. D. Swint, treas. Albert E. Loop, see y, Sept. 10 to 13 Bushnell, Bushnell Fair Association, T. H. Camp, prest, James Cole, treas. L. Kaiser, see y, Sept. 24, 25, 26 and 27

Camargo, Camargo Fair Association, M. A. Over-ton, pres't, A. Hayward, sec y, Sept. 3 to 7

Cambridre, Henry County Agricultural Board, Theo, Boltenstern, see y, Sept. 16, 17, 18, 19



#### Billboard Advertising.

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Grand Junction, Grand Valley Fair Society, L. A. Staley, see'y,

- Avants, see y, oct. 1 to 4 hanbury, Danbury Fair Association, Samuel H. Rundle, pres't, John W. Bacon, treas. G. M. Rundle, sec'y, Oct. 7 to 12

  - Willimantic Fair, J. H. Gray,

- Camp Point, Adams County Agricultural Socie-ty, I. M. Larimore, prest, Hez. G. Henry, see y, Sept. 2 to 6
- Carlinville, Macoupin County Agricultural So-ciety, Robt. Whitely, pres't, J. B. Wilson, treas. Geo. J. Castle, sec'y, Sept. 3 to 6
- Carmi, White County Agricultural Society, Elvis Stinnett, pres't, F. E. Pomeroy, treas. S. M. Woodrow, sec'y, Sept. 3 to 7
- arthage, Hancock County Agricultural Society, John Fletcher, pres't, J. C. Ferris, treas. E. M. Robbins, sec'y, Sept. 2 to 6 Catlin, Vermilion County Agricultural Society, J. M. McCabe, pres t, Glen S. Fleming, treas. H. H. Kidd, sec y, Aug. 20 0 23 Controlife Controling Fair Americation, M. O. Ma
- Centralia, Centralia Fair Association, W.C. Mc-Clellan, pres t, F. Kohl, treas. S. A. Frazier, sec'y, Sept. 17 to 20
- becy, sept. 17 to 20 Champaign, Champaign County Agricultural Society, H. H. Harris, prest, Shields A. Blaine, treas. John N. Beers, see'y, Aug. 27 to 30
- treas. John N. Beers, sec'y. Aug. 27 to 30 Charlestown, Coles County Agricultural Society, B. B. Shiny, pres't, Wm. C. Trither, treas. C. T. Marshall, sec'y, Sept. 10 to 14 Linton, DeWitt County Agricultural Society, M. R. Colwell, pres t, H. Vandervort, treas. H. C. Cline, sec'y, Sept. 9 to 13
- Danville, No Fair in 1895
- Delavan, Tazewell, County Agricultural Society, J. G. Hoghton, prest, Daniel Reardon, treas. J. O. Jones, scc y, Sept. 10, 11, 12 and 13
- Eldorado, Eldorado Fair Association, J. N. Elder, prest, S. T. Weber, see'y. Sept. 24 to 27 Elmwood, Elmwood Fair Association, J. T. Wiley, pres't, M. II. Spence, see'y. Aug. 20, 21, wordd
- 22 and 23 ZZ and 23 El Paso, El Paso District Agricultural Board, Ed. Hodgson, pres't, A. H. Waite, treas. G. R. Curtis, sec'y, Sept. 9, 10, 11, 12 and 13
- Fairbury, Fairbury Union Agricultural Associa-tion, T. A. Beach, prest, John W. McDowell, see'y, Sept. 16 to 20
- Farmer City, Farmer City Agricultural Society, H. K. Gillispie, pres't, J. J. Haas, treas., J. T. Savidge, sec'y, Aug. 13 to 16
- Freeport, Northern Illinois Agricultural Associ-ation, J. H. Pierce, pres't, J. P. Taylor, treas. Thos. D. Osborne, sec y, Sept. 10, 11, 12 and 13
- Galena, Galena Fair Association, Geo. S. Avery, pres't, Wm. B. Barner, treas. Frank Bostrick, sec'y, Sept. 3 to 6
- olconda, Pope County Agricultural Society, John R. Smith, pres t. Ed. B. Clark, treas. B. M. Lewis, sec'y, Oct. 2 to 5 Golco
- M. Lewis, sec y, Oct. 2 to 5 Griggsville, Illinois Valley Fair, G. M. Sim-mons, pres't, H. L. Farrand, sec'y, July 29 to Aug.
- Aug. 2 Homer, The Homer Fair Association, M. L. Hollis, prest, E. D. Fisher, treas. J. E. Ben-nett, sec'y, Aug. 13 to 16
- Hoopeston, Hoopeston District Agricultural So-ciety, Dale Wallace, see'y, Aug. 26 to 30
- Jacksonville, Morgan County Fair Association. Chas. S. Rammels, pres't, Elmer Fitzsinimons, treas. J. M. Dunlap, sec'y, Aug. 13 to 15
- Jerseyville, Jersey County Fair Association, Col. W. H. Fulkerson, prest, J. A. Shephard, treas H. A. Shephard, see y, Oct. 1 to 4
- Joliet, Will County Agricultural Society., Hon. E. Porter, pres't, H. Piepenbrink, treas. Thos. J. Kelly, see'y, Sept. 9 to 13
- mesboro, Union County Agricultural Society, Willard Walker, pres't, Thos. Rixleben, see y,
- Sept. 10 to 13 Joslin, Joslin Fair Association, Wm. Payne, pres't, F. J. Whiteside, see'y, Sept. 10 to 13
- Kankakee, Kankakee Fair Association, T. C. Scobey, pres't, Len Small, see'y, Sept. 10 to 13 TC
- Scoley, prest, Len Small, see y, Sept. to to 13 Kewaunce, Kewaunce District Agricultural So-ciety, Jas. H. Blish, prest, T. P. Pierce, treas. John Moore, see y, Sept. 3 to 3 Knoxville, Knox County Agricultural Society, O. D. Campbell, see y, Sept. 3 to 6
- La Harpe, La Harpe District Fair Association, G. F. Otto, prest, C. H. Ingraham, treas, W. W. Gillon, see'y, Aug. 26, 27, 28, 29 and 30 Leroy. Leroy Agricultural Society, John Mc Connell, prest, J. T. Smith, treas. Geo. W. Hedrick, see'y.
- Hedrick, sec y.
  Libertyville, Lake County Agricultural Society,
  A. W. Walde, pres't, T. H. Kern, treas. O. F. Churchill, sec y, Sept. 17, 18, 19 and zo
  Mackinaw, Mackinaw Fair Association, W. S. Russell, pres't, N. Campbell, sec'y, Aug. 28 to
- Macomb, McDonough Fair Association, W. O. Blaisdell, pres't, Geo, Gadd, treas. W. H. Hainline, see'y, Aug. 19 to 23
- Macon, Macon County Agricultural Society, H. T. Willoughby, prest, J. I. Lebro, see'y, Sept. 3 to 6
- Jonmouth, Warren County Agricultural Board-Wm. Hanna, prest, Wm. B. Young, treas. Geo. C. Rankin, see'y, Sept. 10 to 13
- Monticello, Piatt County Agricultural Board, W. H. Kratz, pres't, C. A. Tatman, sec'y,
- Aug. 19 to 23 Morrisson, Whiteside County Agricultural Soci-ety, F. A. Smith, prest, J. J. Hurlburt, treas. J. H. Snyder, see'y, Sept. 3 to 6

tt. Carroll, Carroll County Fair Association, Geo. M. Wherritt, pres't, H. N. Griffith, treas. Geo. C. Kenyon, sec'y, Aug. 27 to 30 It. Sterling, Brown County Fair. Geo. Borden-kircher, pres't, W. M. Reid, sec'y, Aug. 5 to 9

Francesville, Francesville, Fair Association John Tillett, pres't, E. H. Applegate, sec y Frankfort, Clinton County Agricultural Society, Robt. Carrick, pres't, M. H. Belknap, treas. Joi. Heavilon, sec y, Aug. 26 to 30

Franklin, Johnson County Agricultural Society,
 W. M. Province, pres<sup>+</sup>, Samuel Harris, treas.
 W.n. S. Young, sec'y, Aug. 26 to 30

Greenfield, Hancock County Fair Association, Chas. Downing, prest, Elbert Tyner, sec'y, Aug. 26 to 30

Mazerstown, Wayne County Fair Association. John Bowman, pres't, Knode Porter, treas, F. H. Baldridge, sec'y, Aug. 7 to 10

16 to 21 Huntington, Huntington County, Agricultural Society, Robert Simonton, pres't, Adam L. Beck, see'y, Sept. 10 to 14 Indianapolis, Indiana State Fair, Chas. F. Kennedy, see'y. Sept. 16 to 21 Kendallville, Eastern Indiana Agricultural So-ciety, N. B. Newnan, pres't, J. S. Conlogue, see'y. Sept. 30

Secty. Sept. 30 Kentland, Kentland Agricultural Fair Associa-tion, G. W. McCray, pres't, William Perry, treas, H. A. Strohm, sec'y. Sept. 10 to 13

Kekomo, Howard County Agricultural Associa-tion, J. M. Leach, pres't, O. L. Moulder, sec'y, Aug. 13 to 16

Knox, Starke County Agricultural Association H. R. Koffell, sec'y, Sept. 17 to.20

Jafayette, Tippecanoe County Agricultural Society, Cyremus Johnson, pres't, W. M. Beachstock, sec'y, Sept. 2 to 7

LaGrange, LaGrange County Fair Association L. M. Rowe, sec'y. Sept. 17 to 20

LaPorte, LaPorte County Agricultural Associa-tion, W. A. Banks, prest, H. G. Wagner, treas, J. V. Dorland, sec y, Sept. 24 to 27

sec'y, Aug. 20 to 24

ec y, Aug. 20 to 23

July 30 to Aug.

awrenceburgh, Lawrenceburgh Agricultural Association, A. E. Nowlin, pres't, J. S. Dorman

ebanon, Boone County Agricultural Society, H. M. Marvin, pres't, R. B. Williams, treas E. G. Darnell, sec'y, Aug. 19 to 23

igonier. Ligonier Fair Association, J. F. Hes Man, sec'y, Sept. 24 10 27

man, see y, sept. 2 to 2/ Jinton; Greene County Agricultural Society Samuel Maxwell, pres't, John Bemes, treat W. J. Hamilton, see'y, Oct. 1 to 5

Macy, Miami and Fulton District Fair, Onit Case, pres't, Ira B. Hurst, sec'y, Sept. 11 to 14,

Case, pres't, Ira B, Hurst, sec'y, Sept. 11 to 14, Madison, Jefferson County Agricultural Society, D, H. Demaree, sec'y. Aug. 13 to 16 Marion, Grant County Agricultural Society, Geo, Dickens, pres't, H. G. Hamaker, sec'y, Aug. 26 to 30 Marmont, Maxenkuckee Agricultural Society, H. H. Culver, pres't, John Osborn, treas. J. H. Koontz, sec'y, Oct. 3 to 5 Widdlatern U. Marger, Modison and Delaware

Middletown, Henry, Madison and Delaware Agricultural Society, W. 11. Keesling, pres't, Adolph Cooper, treas. P. H. Hodson, see'y, July 30 to Aug. 2

Morocco, Newton County Agricultural Society, D. W. Roadruck, pres't, A. E. Purkey, sec y, Aug. 20 to 23

Aug. 20 to 23 Iuncie, Indiana State Board of Agriculture. Hon. V. K. Officer, pres't, G. A. Wildman, treas. Chas. F. Kennedy, sup't, M. S. Claypool,

New Carlisle, Farmers' Union Fair Association, D. S. Scoffern, sec'y, Sept. 18 to 20

New Castle, Henry County Fair Association, A, D. Ogborn, sec'y, Aug. 13 to 16

New Harmony, Posey County Agricutural Socie-ty, Col. J. D. Owen, pres't, T. W. Wilson, sec'y, Sept. 24 0 27

Sept. 24 0 27 Sewport, Vermillion County Joint Stock Socie-ty, J. C. Harvey, pres't, S. H. Dallas, treas John Richardson, sec'y, Sept. 24 to 28

forth Manchester, North Manchester Tri-County Fair, R. Simonton, pres't, B. F. Clemens, scc'y, Sept. 24 to 27

North Vernon, Jennings County Agricultural Society, J. W. Myres, pres't, V. C. Meloy, treas. Fred. H. Nauer, sec'y, Aug. 6 to 9

Oakland City, Oakland City Agricultural Soci-ety, Wm, M. Cockrum, prest, Wm, H Cole-man, treas. R. C. Burba, sec'y, Aug. 26 to 31

Osgood, Ripley County Agricultural Society, Rezin Johnson, pres't, Will C. Leslie, sec'y,

Paoli, Paoli Fair, A. W. Bruner, see'y, Aug. 28 to 31

28 to 31
Petersburg, Pike County Fair Association, W. A. Oliphant, scc'y, Sept. 3 to 7
Plymouth, Marshall County Agricultural Association, John W. Parks, pres't, C. T. Mattingly treas. L. Fisher, scc'y, Sept. 17 to 20
Poplar Grove, Poplar Grove District Fair, W. W. Smith, pres't, A. D. Wood, sec'y, Oct. 1 to 4

W. W. Smith, pres't, A. D. Wood, sec'y, Oct. 1 to 4 Portland, Jay County Agricultural Society. John Schmuck, pres't, W. M. Haynes, treas. Geo. W. Bergman, sec'y, Sept. 23 to 27 Princeton, Gibson County Fair Association, Robt. Mitchell, pres't, W. H. Lewis, treas. W. B. Knight, sec'y. Sept. 9 to 14 Remington, Remington Fair Association, Chris. tian Hensloe, pres t, Joseph Gray, sec'y. Aug. 27 to 30 Rochester. Fulton County Fair Association, N.

27 to 30 Rochester, Fulton County Fair Association, N. A. McClung, prest, Geo. V. Dawson, see'y. Oct. 2 to 5 Rockport, Spencer County Fair Association, C. M. Partridge, see y, Aug. 20 to 24 Rushville, Rush County Agricultural Society, W. L. King, see y, Sept. 10 to 13 Scient Wechington County Fair Association

Salem, Washington County Fair Association, C. W. Morris, pres't, A. Lanning, treas. F. W. Menaugh, sec y, Sept. 3 to 6

Scottsburg, Scott County Fair Association, Jos H. Shed, see'y, Aug. 27 to 30

Shelbyville, Shelby County Joint Stock Agricul-tural Association, John W. Vannoy, prest, John R. Sedgwick, treas. E. E. Stroup, secy, Sept. 3 to 7

Society,

burgh, DuBois County Agricultural y, Daniel Rentepohler, secy, Sept.

- tt. Vernon, Jefferson County Fair Association, J. A. Dess, pres't, S. W. Watson, treas, F. P. Martin, sec'y, Sept. 10 to 13
- Martin, sec y, Sept. 10 to 13 Newton, Jasper County Agricultural Society, Jas. Love, pres't, Gco. S. Batman, treas. W. E. Barrett, sec'y, Sept. 17 to 20 Pana, Pana Union Agricultural Board, H. N. Schuyler, pres't, D. D. Paine, sec'y, Aug. 27
- Paris, Edgar County Fair Association, Wm. C. Wilson, pres I, R. G. Sutherland, treas. C. S. Sellar, sec'y, Sept. 3 to 7
- Petersburg, Menard County Agricultural Socie-ty, J. S. Miles, pres<sup>2</sup>t. C. C. Frackleton, treas. J. C. Bishop, sec y. Sept. 3 to 6 Fui.Sneyville, Perry County Fair Association, Roy Alden, sec y. Oct. 1 to 4
- Roy Alden, see y, Oct. I to 4
  Princeton, Bureau County Agricultural Society, H. C Smith, pres t, E. C. Bates, treas. O. Wil-kunson, see y. Sept. 3 to 6
  Rochelle, Rochelle Agricultural Society, Fran-ces E. Dresser, see'y, Sept. 17 to 20
  Rockford, Winnebago County Agricultural So-ciety, Robert Simi, son, pres t, C. O. Upton, treas. J. B. Whitehead, see'y, Sept. 2 to 6
  Rushville, Schuyler Co-nty Agricultural Board, J. F. Thompson, pres't, J. M. Goodwin, treas. H. E. Hocking, see'y. Aug. 13 to 16
  Salem, Marion County Agricultural Society.

- Salem, Marion County Agricultural Society, J. W. Lannin, prest, C. E. Hull, treas. H. T. Sweency, sec'y. Oct. 1 to 4
- Sweency, sec y. Oct. 1 to 4 Saybrook, McLean County Fair Association, T. W. Maurice, prest, E. H. Shores, treas. C. P. Easterbrook, sec y, Aug. 19 to 23. Sandwich, Sandwich Fair Association, S. D. Coleman, prest, F. S. Mosher, treas. E. Ran-dall, sec y. Sept. 10 to 13 dall, see'y. Sept. to to 13 Shawneetown, Galiatin County Fair Association A. C. Millspaugh, see'y, Aug. 20 to 24. Shelbyville, Shelby County Agricultural Society Philip Parker, prest, Chas. E. Kellar, treas Geo. A. Roberts, see'y, Sept. 3 to 7 Springfield, Illinois State Fair Association Jas. W. Judy, prest J Ju V Bung Lee W. C. Garrard, see'y, Sept. 23 : 1 28

Sullivan, Moultrie County Agricultural Society Thos. Monroc. prest, Chas. Shuman, treas G. W. Vaughan, see'y. Sept. 2 to 6

Warren, Union Agricultural Society, R. Haw ley, pres't. C. F. Taylor, treas. S. A. Clars sec'y, Sept. 17 to 20

Watseka, Iroquois County Agricultural Society H. C. Lovett, pres't, F. F. Butzow, treas L. F. Watson, sec'y, Sept. 2 to 6

Watson, Effingham County Agricultural Board Wm. Voelker, pres't, Wm. Abraham, see'y Sept. 17 to 20

Theaton, DuPage County Fair Association Wm. Hammerschmidt, pres't, N. E. Matte:

Woodstock, McHenry County Agricultural Board R. J. Beck, prest, G. B. Richards, sec'y, Aug. 27 to 30

Wyoming, Wyoming Fair Association, J. W. Smith, pres'i, J. A. Klock, treas. Aug. 27

INDIANA.

Angola, Steuben County Agricultural Society, A. M. Parsell, pres't, H. I., Hutson, sec'y, Oct. 8 to 11

Sainbridge, Putnam County Fair Association, J C. Bridges, pres't, G. W. Star, treas. A. R. Al-lison, sec'y. July 29 to Aug. 2

Bedford, Bedford, Fair Association, A. C. Voris pres't, Jas. McClelland, treas. S. T. Zollman sec'y, Oct, I to 5

Bloomington, Big Bloomington Fair Association C. R. Worrall, sec'y, Sept. 23 to 30

Boswell, Benton-Warren Agricultural Society, Henry Robertson, pres't, W. H. McKnight, sec'y, Sept. 2 to 6

Bourbon, Marshall County Fair Association, Geo. D. Ettinger, sec'y, Oct. 8 to 11

Bremen, Bremen Agricultural Society, John Huff, pres't, Henry H. Miller, sec'y, Sept. 24

F. Seller, pres't, F. M. Miller, sec'y. Aug, 26

Camden, Camden Fair Association, A. O. Arm-

Cayuga, Cayuga Fair Association, J. S. Gron-dyke, sec'y, Sept. 16 to 20

Charleston, Clarke County Fair Association, Ward H. Watson, pres't, I. C. Morrison, see'y.

Chrisney, Chrisney Fair Association. J. B. Har-ris, pres't, F. Jones, treas. P. C. Jolly, sec'y, Sept. 2 to 7

Corydon, Harrison County Agricultural Society, Jas. W. McKinster, pres't, Amos Lemmon, sec'y, Aug. 26 to 30

scc y, Aug. 26 to 30 Co nersville, Fayette County Fair Association, W. F. Downes, scc y. Sept. 24 to 27 Covington, Fountain, Warren and Vermillion Agricultural Association, E. H. Nebecker, prest, J. R. Dunlap, treas. W. T. Ward, scc y. Sept. 10 to 13

Crawfordsville, Montgomery County Fair, M. B. Waugh, pres't, W. W. Morgan, sec'y, Sept.

Crown Point, Lake County Agricultural Society, M. J. Brown, pres't, W. L. Allman, sec'y, Sept. 10 to 13

East Enterprise, Switzerland and Ohio County Fair, E. W. Cole, pres't, Wm. H. Madison, sec'y. Sept. 3 to 6

Evansville, Tri-State Fair Association, W. M. Aiken, pres't, W. L. Swormstedt, treas. R. L. Aiken, sec'y, Sep't. 16 30 20

airmount, Fairmount Fair Association, Phil. Davis, pres't, J. H. Parker, freas. J. D. Latham sec'y, Aug. 9 to 23

Flora, Carroll County Fair Association, Jas. J' Moss, pres't, Chas. E. Nobes, see'y, Sept-23 to 27

strong, sec'y, Sept. 16 to 20

ec'y, Aug. 26 to 30

- Sheridan, Hamilton County Agricultural Asso-ciation, G. S, Kerchsal pres't, N. W. Cowgill, Aug. 12 to 16
- Aug. 12 to 16 South Bend, South Bend Agricultural Society, Thristian Holler, pres't, Dixon W. Place, sec'y Sept. 30 to Oct. 4
- Hivan, Sullivan County Agricultural Society, C. C. Mann, pres't, Amos Goodwin, treas. C. I. Crowder, see'y, Sept. 2 to 7
- H. Crowder, see'y, Sept. 2 to 7 Terre Haute, Vigo Agricultural Society, W. T. Beauchamp, pres't, John M. Clift, treas. W. H. Ducan, see'y, Sept. 9 to 13 Tipton, Tipton County Fair Association, W. A. Maze, pres't, T. G. Pratt, treas. W. R. Oglebay see'y, Aug. 19 to 24 Valpariso Ptores County Agricultural Society, Wm. Rigg; pres't, E. S. Brach, see'y, Sept. 17 to 20
- to 20 Wincennes, Knox County Agricultural Society, VJ. H. Barr, pres't Ed. Watson, treas. Jas. W. Emison, seey. Oct. 14 to 19 abash, Wabash County Fair, E. M. Lutz, pres't, H. E. Coate, see'y, Sept. 17 to 20 Warren, Warren Trio-County Fair, S. C. Roush-pres't, Geo. F. Morgan, treas. Nathan Fisher, see'y, Sept. 3 to 7 Washington, Daviess County Fair Association, J. Doweev, see'y, Sept. 40 to

- Washington, Daviess County Fair Association, J. Dowey, sec y, Sept. 9 to 14 Waterloo, North Eastern Indiana Agricultural Association, H. C. Boyer, pres't, H. K. Leas treas. M Kiphinger, sec'y, Oct, 7 to 11 West Lebanon, Warren County Fair, Wm. H. Goodwin, pres. M. A. Judy, sec'y, Aug. 21 to 24 Winchester, Randolph County Union Fair, Thos. G. Mullen, pres't, D. E. Hoffman, sec'y, Oct, 1 to 4
- I to 4 Wirt, Wirt Grand Jubilee County Fair Associa-tion, Thos. Watlington, sec'y. Aug. 13 to 15

#### IOWA.

del, Dallas County Agricultural Society, R. Bandy, pres't. S. M. Leach, treas. Lee Thorn-ton, sec'y, Oct. 1, 2, 3 and 4

- fton, Union County Agricultural Society, F W. Brockeman, pres't, R. B. Kelley, sec'y Sept. 17, 18, 19 and 20
- Igona, Kossuth County Agricultural Society. D. D. Dodge, pres't, E. P. Keith, vice-pres't, J. W. Wadsworth, treas. E. B. Butler, Sec'y, oct. 1. 2 and 3
- Oct. 1, 2 and 3 Allison, Butler County Agricultural Society, Hon. G. M. Craig, pres't, Dr. S. E. Burroughs, see'y, Sept. 3 to 6 Atlantic, Cass County Agricultural Society, S. W. Straight, pres't. W. B. Temple, secretary, Sept. 2, 3, 4 and 5
- H. W. Wilson, pres't, E. J. Freeman, sec'y.
- Bedford, Taylor County Fair Association, J. W. Paul, pres't, W. E. Crum, Treas. W. F. Evans, Sec y, Sept. 23 to 27
- lle Plaine, Big Four District Fair, W. J. Guinn pres't, L. T. Sweet, treas. LeRoy E. Cox,
- Beile I and A. T. Sweet, Lean, see'y, Oct. 1, 2, 3 and 4 Bloomfield, Davis County Agricultural Society, G. W. Phillips, prest, J. C. Brouhard, see'y. Sept. 17, 18, 19 and 20 Frome District Fair Association, Lafe
- Boone, Boone District Fair Association, Lafe Zimbelman, pres't, John Keating, see'y. Sept.
- Britt, Hancock County Agricultural Society, George Blewett, pres't, Sept. 17, 18 and 19
- Brush Creek, Brush Creek Agricultural Society, A. Addie, prest, H. S. Falmer, see'y, Sept. 10, 11, 12 and 13
- Carroll, Carroll County Fair and Driving Park Association, A. L. Wright, pres't, R. E. Coburn, treas. H. A. Junod, sec'y. Aug. 19, 20, 21 and 22
- Centerville, Appanoose County Agricultural Society, W. H. Ogle, sec'y, Sept. 10 to 13 Central City, Wapsie Valley Fair Association, J. C. Gritman, prest, Fred. C. McLeod treas. E. W. Sawyer, sec'y, Sept. 10 to 13
- Chariton, Lucas County Agricultural Society, G. J. Stewart, pres't, G. W. Larimer, see'y. Sept. 24 to 27
- Charles City, Floyd County Fair Association, W. E. Waller, pres't. C. W. Carr, sec'y, Sept.
- H. Abbott, pres't, W. W. Hill, sec'y, Sept. 4, 5, 6 and 7.
- Columbus Junction, Columbus Junction District Fair Association, H. M. Letts, pres't, R. F. McConuell, sec'y, Aug. 27, 28, 29 and 30
- McConning, Adams County Fair Association, Mathew Darrah, pres't, C. C. Norton, treas. J. M. Devore, sec'y, Sept. 9 to 13 Corydon, Wayne County Agricultural Associa-tion, J. N. Davison, pres't, W. I. White, vice-pres't, H. K. Evans, sec'y, Sept. 2, 3, 4, e and 6
- resco, Howard County Agricultural Society, C. D. Nichols, pres't, J. C. Weoster, see'y, Sept. 10 to 13.
- Creston, No fair this year.

- Creston, No fair this year. Davenport, Davenport Fair and Exposition. M. D. Peterson, prest, P. Feddersen, treas. P. W. McManus, secy. Sept. 2 to 6 Decorah, Winnesheik County Agricultural Society, Thos. Rice, prest, C. J. Weiser, treas. W. N. Drake, secy. Sept. 25 to 28 Denison, Crawford County Agricultural Associ-ation, C. F. Cassaday, sec'y, Sept. 17, 18, 19 and 20
- and 20 Dewitt, Clinton County Agricultural Society, Geo. D. Staggs, pres't. L. S. Harrington, treas. E. Christianson, sec'y, Sept. 17, 18, 19 and 20 DesMoines, Iowa State Fair Agricultural Asso-ciation, John A. Evans, pres't, P. L. Fowler, sec'y. Sept. 6 to 13
- Donnellson, Lee County Fair, Harry Fulton, pres't, E. P. Armknecht, sec'y, Sept. 10, 11, 12 and 13
- Eagle Grove, Eagle Grove District Agricultural Society, John Wasem, pres't, A. N. Oden-heimer, treas. Hugh Donly, Sec'y, Oct. 1 to A
- Eldon, Eldon Big Four Fair, W. G. Crow, pres. H. R. Baker, see'y, Sept. 2, 3, 4, 5 and 6.
- Eldora, Hardin County Agricultural Society, H. F. Carter, pres't, C. E. Welch, treas. John C. Crockett, sec'y, Sept. 10, 11, 12 and 13
- Emmettsburg, Palo Alto County Agricultural Society, W. P. Saunders, prest, T. S. Cross, see'y, Sept. II to

- Fairfax, Prairie Valley Fair Association, H. W. Shank, prest. E. H. Knickerbocker, sec'y Aug. 27, 28, 29 and 30
- Aug. 27, 25, 29 and 30 vairfield, Jefferson County Agricultural Society. G. D. McGau, prest. John Davies, treas. Chas. H. Gage, see'y, Sept. 10 to 13 vonda, Big Four District Fair Association, Emmett Kay, prest. G. R. Reniff, treas. Capt. J. Mallison, see'y. Sept. 3, 4, 5 and 6

- J. Mainson, sec y. sept. 3, 4, 5 and 0, Forest City, Winnebago County Agricultural Society; J. E. Howard, pres't, Irving W. Mahoney, sec'y, Sept. 10, 11 and 12 Fort Madison, West Point District Fair Associ-ation, W.m. Tinpe, pres't, John E. Jarrett, treas. John Walljasper, sec'y, Sept. 24 to 27 reenfield, Adair County Fair, Hon. W. B. Martin, pres't, J. E. Brooks, see'y, Sept. 16, 17, 18 and 19
- rundy Centre, Grundy County Agricultural Society, J. R. Lamb, pres't, R. W. Sa;re, sec'y, Sept. 17, 18 and 19
- Sirard, Clayton County Agricultural Society, J. G. Hempel, sec'y, Sept. 10 to 13
- J. G. Hempel, see'y, Sept. 10 to 13 Guthrie Centre, Guthrie County Agricultural Society, E. V. Thomas, see'y, Oct. 1 to 4 Harlan, Shelby County Fair Association, O. P. Wyland, pres't, M. K. Campbell, treas. W. T. Shephard, see'y, Aug. 27 to 30 Humboldt, Humbolt County Agricultural Socie-ty, D. S. Day, pres't, R. J. Johnston, treas. W. W. Sterns, see'y, Sept. 17 to 20 Ida Grove, Ida County Fair Society, A. Preston, see'y, Sept. 17 to 19 Indianola, Indianola Park Association, Carl Anderson, see'y. Sept. 17 to 20 Jefferson, Greene County Agricultural Society.

- Anderson, sec y. Sept. 17 to 20 fferson, Greene County Agricultural Society, Henry Haag, pres't, E. S. Young, treas. J. A. Henderson, sec y, Aug. 27 to 30 cosaqua. VanBuren County Agricultural Socie-ty. A. W. Mauning, pres't, W. H. Roberts, treas. T. C. Jackson, sec y. Aug. 27 to 30 novville Marion County Agricultural Society
- Knoxville, Marion County Agricultural Society, Seth May, pres't, Lafe S. Collins, treas. A. B. Brobst, Scc'y, Sept. 24 to 27
- Lenox, Lenox District Fair Association, T. W. Bennett, pres't, Jas. E. Hall, treas. M. F. McRuiry, scc'y, Scyt. 3 to 6 Macolum Powershiel County Control Fair, M. H.
- Macolm, Poweshiek County Central Fair, M. H. Meigs, pres't, James Nowak, see'y, Aug. 27, 25, 29 and 30
- 25, 39 and 30 Malvern, Mills County Fair, W. L. Tubbs, pres't, I. J. Swain, sec'y, Sept. 24, 25 and 26 Manchester, Delaware County Agricultural Society, J. S. Jones, pres't, J. F. Graham, sec'y, Sept. 3, 4, 5 and 6.
- Jaquoketa, Jackson County Agricultural Socie-ty, Hon. A. Hurst, prest, Adam Ringlep, see'y, Sept. 24, 25, 26 and 27
- fapleton, Maple Valley Fair Association, John A. Heister, pres't, J. E. Jerome, see'y, Sept. 18, 19, 20 and 21
- Marcus, Cherokee County Agricultural Society, H. M. Ferrin, pres't, H. B. Robeson, sec'y, Sept. 16 to 19
- Jarengo, Iowa County Agricultural Society, H.A. Brown, pres't, E. Hopkins, treas. J. R. Gray, sec'y, Sept. 3 to 6
- Mason City, Cerro Gordo Agricultural Socie-ty, M. H. Kling, pres't, N. Densmore, sec'y, Sept. 24, 25 and 26 ount Ayr, Ringgold County Fair Association. J. M. Scott, pres't, W. S. Shriver, treas. Clyde
- Junning, sec'y, Sept. 10, 11, 12 and 13 Muscatine, Muscatine County Fair Association, J. B. Hunt, pres't, John W. Miller, treas. Chas. S. Kincaid, sec'y, Sept. 17, 18, 19 and 20
- National, Clayton County Agricultural Society. John E. Corlett, pres't, address, Farmersburg, Iowa, John G. Hempel, secy, address, Elk-ader, Iowa. Sept. 10 to 13
- New Hampton, Chickasaw County Agricultural Society, G. M. Bigelow, pres't, B. W. Cotant, treas. A. F. Keaman, sec'y, Sept. 4 to 6
- New Sharon, New Sharon District Agricultural Society, C. E. Wallace, pres't, Chas. Freligh, treas. George Carson, see'y. Sept. 24, 25, 26 and 27
- lewton, Jasper County Agricultural Society, H. D. Parsons, pres't, H. L. Maytag, treas. A. Failor, sec'y, Sept. 16, 17, 18 and 19
- bolt, Central West-Iowa District Fair, W. Summerwill, pres't, W. N. Oursler, sec'y, L 2 to 2
- Sept. 2 to 4 Ogden, Boone County Agricultural Society, John Bass, pres<sup>4</sup>t, C. B. Pinkham, treas. A. J. Gardner, sec<sup>1</sup>y, Sept. 17 to 20
- Osceola. Clark County Fair Association, W. W. Williams, pres't, J. F. McAuley, sec'y. Sept
- 3 to 6 Ottumwa, Wapello County Agricultural Society, Ben S. Benson, sec'y, Aug. 19 to 23 Pella, Lake Prairie District Fair Association, John DeCook, pres't, J. H. Stubenwranch, Itreas. C. Rhynsburger, sec'y. Oct. 1, 2, 3 and 4
- Perry, Perry District Fair Association. Aller Breed, pres't, D. J. Pattee, treas. J. T. Davis, sec'y, Sept. 17 to 19
- Red. Oak, Montgomery County Agricultural Society, S. McPherson, pres't, S. A. Heary, treas, O. E. Whitaker, see'y, No fair to be held this year Red Oak.
- Rockwell City, Calhonn County Agricultural Association, J. H. Carrier, pres't, E. E. Stone-braker, sec'y, Sopt. 10 to 13
- Salem, Salem and Hillsboro District Fair, I. M. Hartley, prest. Enoch Berry, sec'y. Sept. 3, 4, 5 and 6.
- 4, 5 and 6. Seymour, Seymour District Agricultural society R. S. Lowry, prest, L. W. Lewis, treas. L. C. Young, secy, Sept. 16 to 20 Shelby, Shelby District Fair Association, J. C. Mansfield, prest, Geo, H. Rink, treas. Roy Linn, secy, Sept. 24 to 26
- Stawberry Point, Strawberry Point District Fair, Ed. Lang, pres't, G. H. Scofield, treas, H. A. Harrington. sec'y, Aug. 27, 28, 28, and 30. Tipton, Tipton Fair Association, W. E. Elijah. Sec'y, Sept. 3 to 6
- Secty, Sept. 3 to 6 Soledo, Tama County Fair, N. G. Malin, pres't, J. G. Bull, treas. J. B. Bishop, sec'y, Sept. 24, 25, 26 and 27
- 25, 20 and 27 Traer, Traer District Agricultural Society, S. N. West, prest, P. McConnack, treas. C. C. Col-lins, sec'y, Sept 17, 18, 19 and 20

O'Brien, pres't, W. L. Phillips, sec'y, Oct. o

to 12 Henderson, Henderson Fair Association, G. W. White, pres't, R. C. Soaper, treas. A. D. Rogers see'y, Sept. 10 to 15 Hopkinsville, Christian County Fair Association, J. B. Gallreath see'y, 1st week in Oct. Horse Cave, Hart County Fair Association, W. H. White, pres't. Ed. B. Walthall, see'y, Sept. 17 to 20

17 to 20 Hartford, Ohio County Fair Co. S. K. Cox, pres't A. T. Nall, see'y, Sept. 25 to 28 Lawrenceburg, Anderson, Franklin & Salvisa Agricultural Association, R. II. Marrs, pres't Mouroe Walker, treas. J. W. Gaines, see'y, July 26 Aug 2

July 30 to Aug. 2 Lebanon, Marion County Fair Association, Sam T. Spalding, see'y, July 24 to 26 Lexington, Kentucky Agricultural & Mechani-cal Association, 15. M. Norwood, prest, J. Waller Rodes, treas. Wm. McMartin, see'y, Aug. 27 to 31

Aug. 27 to 31
Madisonville, Hopkins County Fair Association, H. H. Holeman, pres't, F. L. Hendricks, treas. C. C. Givens, sec'y, Aug. 28 to 31
Maysville, Maysville Fair Association, P. P. Parker, pres't, Thomas A. Keith, treas. Jas. W. Fitzgerald, sec'y, Aug. 21 to 24
Nicholasville, Jessamine County Fair Associa-tion, J. D. Hughes, pres't, W. R. Smith, treas. W. H. Hoover, Sec'y Aug. 6 to 8
Owensboro, Daviess County Fair Association, C. H. Todd, pres't, J. W. Carter, sec'y, Oct. 1 to 59
Paris, Bourbon County Agricultural Society.

Paris, Bourbon County Agricultural Society, Geo. Alexander, pres't, J. E. Ashbrook, see'y Sept 4 to 6

Paducah, Paducah Fair Association, Jas. M. Lang, pres't, W. F. Paxton, treas. Alex Kirk-land, see'y Sept. 24 to 28.

Iand, Sec y Sept. 24 to 28.
Richmond, Madison County Fair Association, Walter Bennett, pres't, S. B. Chenault, treas.
S. A. Deathuay, sec'y, July 23 to 27
Sharpsburg, Bath County Fair Association, R. L. Thompson, pres't, F. S. Allen, sec'y and treas. Aug. 6 to 9

Aug. 6 to 9 Shebbyville, Shelby County Agricultural Associ-ation, T. J. Doolan, pres't, Shannon Reid, treas. J. M. Logan, see'y, Aug. 20 to 23 Somerset, Pulaski County Fair Association, B. V. Smith, see'y, 2nd Tuesday in Sept.

Stanford, Lincoln County Fair Association, E. C. Walton, sec'y

Uniontown, Union County Fair Association, J. V. Givens, prest, W. A. Berry, see'y, Aug. 13

Versailles, Versailles Fair Association, G. B. Stout, pres't, J. L. Bohannon, sec'y, Aug. 14 to 16

Williamsburg, Whitley County Fair Association, E. E. Watkins, prest, C. H. Keeton, see'y and treas. Sept. 4 to 6

Winchester, Winchester Fair Association, A. Renick, pres't, W. H. Garner, see'y, Aug. 21 to 23

MAINE.

Andover, Oxford North Agricultural Society,

Sept. 25 and 26

Bel Air

A. M. Fullon Oct. 8 to 11

Oct. 15 to 18

Barnstable

Damariacotta, Lincoln County Agricultural J. J. Glidden, pres't, A. A. Hall, treas, E. E. Dunbar, sec'y, Sept. 17 to 19 Farmington, Franklin County Fair Association, S. M. Keep, pres't, John C. Ames, sec'y, Sept. 17 to 19

17 to 19 Gray, Gray Park Association, Wm. P. Haskell. prest, J. W. Stevens, see y. Sept. 17 to 19 Hartland, East Somerset Agricultural Society, P. W. Thompson, prest, S. H. Goodwin, see y. address, St. Albans, Me. Sept. 10 and 11

Monroe, Waldo and Penobscot Agricultural Society, M. C. Chapman, pres't, F. L. Palmer, treas. E. H. Nealley, sec'y, Sept. 10 to 12

Norway, Oxford County Agricultural Society John A. Roberts, pres't, A. C. T. King, see'y Sept. 17 to 19

Sept. 17 to 19 Topsham, Sagadahoc Agricultural Society, John F. Buker, pres't, L. E. Smith, treas. W. S Rogers, sec'y, Oct. 8 to 10

Union, North Knox Agricultural Society, E. H. Mero, pres't, E. C. Gleason, treas. W. A. Besse, sec'y, Last week in September.

Decision, Maine State Fair Association, G. M. Mitchell, see'y. Sept. 2 to 6 Presque, North Aroostook Agricultural Society, Cyrus Chase, prest, 8 W. Duff, treas. R. T., McGlomplin, see'y, Sept. 10 to 12

MARYLAND.

Oct. 8 to 11 Cumberland, Tri-State Agricultural Society, Gen. Jos. H. Sprigg, pres't, J. L. Griffith, treas, C. Edgar Keller, sec'y, Oct. 1 to 4

Easton, Talbot County Fair Association, Jos. B. Harrington, pres't, W. M. Higgins, sec'y, Sept. 3 to 6

Frederick City, Frederick Fair Association. Chas. N. Hargett, pres't, Harry C. Keefer, sec'y, Oct. 8 to 12

Hagerstown, Hagertown Fair Association, John W. Stonebraker, pres't, P. A. Witmer, sec'y,

Rockville, Montgomery County Fair, Wm. Dorsey, pres't, John J. Higgins, treas. John H. Muncaster, sec'y, Norbeck, Md. Sept. 3 to 6

Towson, Baltimore County Agricultural Asso ciation, Fred. VonKapff, pres't, Joshua Hor-ner, treas. H. C. Longknecker, sec'y, Sept-17 to 20

MASSACHUSETTS.

mesbury, Amesbury and Salisbury Agricul-tural Society, C. W. Woods, prest, W. H-Dewhurst, treas. A. H. Fielden, sec'y, Sept-24 to 36

thol, Worcester Northwest Agricultural Socie-ty, Wilson H. Lee, pres't, J. H. Goodspeed, treas. J. H. Humphrey, sec'y. Oct. 1 and 2

larnstable, Barnstable County Agricultural Society, John Simpkins, pres't, Albert F. Edson, treas. Henry M. Hutchings, sec'y,

r, Harford County Agricultural Society, Fulford, pres't, Jas. W. McNabb, sec'y.

17 to 20

July 30 to Aug. 2

Aug. 27 to 3

- Cictor, Victor District Fair Assochation, H. M. trolf, pres't, Wash. Hunt, treas. H. White-worth, see'y. Sept. 17 to 19
  Villisca, Villisca Union Fair Association, D. W. Jackson, 1 res't, M. M. Stoddard, treas. T. L. Ingman, see'y, Sept. 17 to 20
  Vin'ton, Benton County Agricultural Society. Frank Crooks, pres't, S. A. Mitchell, see'y, Sept. 10, 11, 12 and 13
  Washington, Washington County Agricultural Society, C. R. Wells, pres't, R. R. Bowland, treas, C. N. Stewart, see'y Sept. 2 to 5
  Washongton, Mamakee County Agricultural Society

- treas. C. N. Stewart, sec y Sept. 2 to 5 Waukon, Allamakee County Agricultural Society C. M. Beeman pres't, J. E. Duffy, treas. S. B. Thompson, sec'y Sept. 17, 15, 19 and 20 Wapallo, Louisa County Agricultural Society, Wm. Walker, pres't, R. D. McCullough, treas, Oscar Hale, sec'y, Aug. 20 to 23 Webster Cirr, Hawilton County Fair Accord
- Webster City, Hamilton County Fair Associa-tion, J. W. Allington, pres't, Geo. W. Lee, West Branch, Cedar County Fair Association, J. T. Enlow, see'y, Aug. 20, 21, 22 and 23

West Point, West Point District Fair, John Walljasper, see'y, Sept. 24, 25, 26 and 27 What Cheer, What Cheer District Fair, Ed. McCann, pres't, T. C. Legor, see'y Sept. 23, 24, 25 and 26

25 and 26
Winterset, Madison County Agricultural Society, Roht, Niblo, pres't, F. D. Crimpbell, treas. H. S. Thomson, sec'y, Sept. 24 to 27
West Union, Fayette County Agricultural Socie-ty, G. D. Darnald, pres't, L. L. Farr, sec'y, Sept. 3 to 6

KANSAS.

Burlingame, Osage County Fair Association, G. W. Doty, sec'y, Sept. 4 to 7 Burlington, Coffey County Fair, W. J. Arm-strong, prest, M. E. Grimes, treas. J. E. Woodford, sec'y, Sept. 9 to 13

Chanute, Neosha County Fair Association, R. C. Rawlings, see y. Aug. 13 to 16

Souncil Grove, Morris County Exposition Com-pany, W. H. White, pres't, L. Mead, treas. E. J. Dill, sec'y. Sept. 24 to 27

J. Dill, see y. Sept. 24 to 27 Erie, Neosha County Fair Association, Fielding Scott, pres't, H. Lodge, see y, Sept. 3 to 6

Fort Scott, July 30 to Aug. 2 Frankfort, Marshall County Agricultural Society J. B. McChonchie, pres't, L. V. McKee, treas. Jas. B. Van Vliet, sec'y. Sept. 10 to 13 Fredonia, Wilson County Agricultural Society, C. R. Cantralka, sec'y, Sept. 10 to 13 Garden City. Finner County Agricultural Society.

arden City, Finney Connty Agricultural Socie-ty, I. I., Dieseru, pres't, J. C. Kitchens, treas, D. A. Mims, sec'y, Sept. 25 to 28

D. A. Mims, sec'y, Sept. 23 to 28 Garnett, Anderson County Fair Association. R. J. Stokes, prest, C. Marshall, treas. M. L. White, sec'y, Sept. 3 to 6 Girard, Crawford County Agricultural Society, U. T. Deets, prest, U. L. Leonard, treas. John Victs, sec'y, Aug. 27 to 30 Hiawaha, Brown County Exposition Association C. H. Lawrence, sec y, Sept. 17 to 20 Independence, Independence Driving Associa-tion, T. C. Truman, prest, A. W. Shultis, sec'y, Sept. 17 to 20 Moran, Allen County Fair Association G. G.

oran, Allen County Fair Association, G. G. Mapes, pres't, Joshua Rumbel, treas. H. P. Smith, sec'y, August 20 to 23

Mound City Linn County Fair Association, H. Woy, pres t, H. A. Strong, treas. Ed. Smith, see y, Oct. 1 to 4

Smith, sec y, Oct. 1 to 4 Olathe, Johnson County Agricultural Associa-tion, V. R. Ellis, pres't, Geo. H. Hodges, treas. W. T. Pugh, sec'y, Aug. 27 to 30 Ottawa, East Kansas and West Missouri Fair, Wm. Julien, prest, D. M. Ferguson, treas. Chas. A. Ridgeway, sec'y, Sept. 17 to 21

Paola, Miami County Fair Association, G. B. Hanna, pres't, F. M. Wilgas, treas. Geo. P. Lea, sec'y, Sept. 24 to 27

Salina, Salina County Agricultural Society, Thos, Anderson, pres't, Wm. R. Geis, treas. Sam Carlin, sec'y.

Sam Carlin, sec'y. Seneca, Nemaha Fair Association, J. J. Knepp, pres't, J. A. Gilchrist, treas. John Stowell, sec'y. Sept. 3 to 6 Winfield, i Cowley County Fair Association, F. W. Shwantes, pres't, P. H. Albright, treas. A. C. Blangs, sec'y, Sept. 24 to 27 Wichita Kanasa State Fair According. F. B.

Wichita, Kansas State Fair Association, E. R. Powell, pres't J. M. Moore, treas. W. R. Hewey, sec y, Oct. I in 5

KENTUCKY.

Alexandria, Campbell County Agricultural So-

Asinand, Boyd County Fair Association. Bardston, Nelson County Agricultural Associa-tion, W. I. Samuels, pres't, Ben Johnson, treas. Isaac Wilson, sec'y, Aug. 27 to 31 Bowling Green, Warren County Fair Associa-tion, J. R. Robertson, Sec'y, Sept. 4 to 6

J. R. Robertson, Sec'y, Sept. 4 to 6
 Catlettsburg, Catlettsburg Fair Association, J. W. Kincaid, pres't, Ben Williamson, treas., C. F. Adams, Sec'y, July 3 to 6
 Campbellsville, Taylor County Fair, W. W. Graves, pres't, Sylvester Newton, treas. C. P. Sanders, Sec'y, Aug. 13 to 16.
 Curdsville, Ellendate Fair Association, Wm

urdsville, Ellendale Fair Association, Wm. F. kapier, pres't, R. T. Smith, sec'y. Address secretary at Sorgho, Ky. ynthiana, Harrison County Fair Association.

anville, Central Kentucky Fair, C. P. Cecil, pres't, G. W. Welsh, treas. Sam Lyons, sec'y, Aug 1 and 2

Elizabethtown, Hardin County Fair Races, F. M. Joplin, pres't, H. M. Eskridge, sec'y, Sept. 10 to 13.

Eminence, Eminence Fair Association, N. W. Gould, pres't, A. D. Hudson, Sec'y, Aug. 7

Could, pres't, A. D. Hudson, occ y, man to 10 Franklin, Simpson County Fair Association, A. C. Smith, pres't, J. A. McGoodwin, treas. Claude Eubank, see'y, Aug. 28 to 31 Claude Eubank, see'y, Aug. 28 to 31

Germantown, Union Agricultural Society, T. J. Taylor, pres't. J. A. Watson, Sec'y, Sept, 11 to 14

Glasgow, South Kentucky Pair Association, N. A. Hurgins, pres't, J. T. Carter, sec'y, Sept. 25 to 36 th

Ashland, Boyd County Fair Association.

Billboard Advertising. \_\_\_\_\_

Worcester County West Agricultural ty, H. M. Braintree, pres't, Matthew er, treas. Chas. H. Follansby, see'y.

arre, Worcester Society, II. M. Walker, treas. Sept. 26 and 27

Brocton, Brockton Agricultural Society, Ira Copeland, sec'y. Oct. 2 to 5 harlesmont, Deerfield Valley Agricultural So-ciety, D. W. Temple, pres't, E. F. Haskins, treas, S. W. Hawkes, see'y. Sept. 12 and 13

Cummington, Hillside Agricultural Society, S W. Clark, pres't, R. R. Packard, treas. Wm G. Atkins, sec'y. Sept. 24 and 25

 B. S. Woodworth, pres't, N. C. Upham, treas, John W. Ogden, sec'y. Sept. 17 and 18 jonn w. ogaen, sec'y. Sept. 17 and 18 Great Barrington, Housatonic Agricultural So-ciety, Lorrin P. Keyer, pres't, W. B. Sanford, treas. F. H. Briggs, sec'y, Sept. 25, 26 and 27 Greenfield, Franklin County Agricultural Socie-ty, Jas. D. Avery, pres't. Wm. S. Allen, sec'y. Sept. 19 and 20

Sept. 19 and 20
Hingham, Hingham Agricultural Society, Francis H. Lincoln, see'y. Sept. 24 and 25
Lancaster, Worcester East Agricultural Society, John E. Thayer, pres't, Lucius Field, treas. W. A. Kilburn, see'y, address South Lancaster
Nantucket, Nantucket Agricultural Society, John S. Appleton, pres't, Asa C. Jones, treas. Jos. F. Murphy, see'y, Aug. 28 and 29
North Adams, Hoosac Valley Agricultural Society, Sec'y, Geo. P. Carpenter, pres't, Geo. F. Miller, sec'y, Sept 17 to 19
Northampton, Hampshire, Franklin and Hamp-

sec y, Sept 17 to 19 Northampton, Hampshire, Franklin and Hamp den Fair Association, E. E. Wood, pres't, D. J. Wright, treas. S S. Warner, sec'y, Oct. 2

and 3 Palmer, Eastern Hampden Agricultural Society Chas. E. Fuller, pres't, O. P. Allen, sec'y and treas. Sept. 17 and 18 Pittsfield, Berkshire Agricultural Society, Wes-ley B. Carton, pres't, Jos. W. Lewis, treas. Frank H. Cande, sec'y, Sept. 10 to 12

Spencer, Spencer Farmers and Mechanics Asso ciation, I. L. Prouty, pres't A. W Curtis, treas F. H. Watson, sec'y, Sept 19 and 20

South Framingham, Middlesex South Agricul-tural society, Isaac Damon, pres't, Edgar Pot-ter, sec'y, Sept 10 to 12

ter, sec'y, Sept 10 to 12 South Weymouth, Weymouth Agricultural Soci-ety, Minot Tirrell, prest, C. S. Stowell, treas. H. W. Dyer, sec'y, Sept. 26 to 28 Springfield, Hampden Agricultural Society, Chas. F. Fowler, pres't, W. H. Porter, sec'y, Address, Agawano, Mass, Sept. 19 and 20 Sturbridge, Worcester South Agricultural Soci-ety, Thos. H. Jones, pres't, C. V. Corey, sec'y Sept. 12 and 13 Taunton, Bristel Courstant and the

Sept. 12 and 13 Taunton. Bristol County Agricultural Society, Walter C. Baylies, pres't. E. Clarence Holt treas. Alfred Hodges, sec'y, Sept. 24, 25 anp 26 Uxbridge, Blackstone Valley Agricultural Soci-ety, Wm. J. Taft, pres't. F W. Barnes, treas-Augustus Story, sec'y, Sept 25 and 26

Augustus Slory, sec'y, Sept 25 and 26 Worcester, Bay State Fair Association, Hon. J D. French, pres't, John B. Bowker, sec'y and treas. Sept. 3 to 6

### MICHIGAN.

Allegan, Allegan Fair Association, Wm. Jack-son, pres't, I. T. Clapp, Sec'y, Sept. 24 to 27 Armada, John McKay, pres't, Geo. C. Phillips, treas. H. P. Barringer, sec'y, Sept. 18 to 20 Bad Axe, Bad Axe Fair Association. Henry Haley, pres't. Chas. E. Thompson, treas. Jos. Fremont, sec'y. Sept. 25 to 27 Fremont, see'y. Sept. 25 to Bay City, No fair this year.

Big Rapids, Mecosta County Fair Association, W. S. Tucker, scc'y, Sept. 17 to 19 Cairo, Great Farmers Fair Association, Chas. Montague, pres't, J. M. Ealey, treas. Ad. Moreland, scc'y. Sept. 24 to 27

Cedar Springs, Cedar Springs Fair Society, L. Phelps, pres't, F. L. Fuller, sec'y, Sep to 6

L. Phelps, pres f., F. L. Fuller, sec y. Sept. 3 to 6
Charlotte, Eaton County Agricultural Society, J. H. Gallery, pres't, N. C. Smith, treas. Geo. A. Perry, sec'y. Oct. 1 to 4
Coldwater, Branch County Fair Association, Wallace E. Wright, sec'y, Sept. 23 to 27
East Tawas, East Tawas Fair Association, Reuben Wade, pres't, Wm. G. Richards, treas. Geo. Anchutz, sec'y.
Grand Rapids, Michigan State Fair Association, Wm. Ball, pres't. C. W. Young, treas. I. H. Butterfield, sec'y. Sept. 9 to 13
Hastings, Barry County Agricultural Society, Gilbert Striker, pres't, J. F. Edmunds, treas. L. H. Bvatts, sec y. Sept. 24 to 27
Hillsdale, Hillsdale Tri-County Fair, J. F. Fitzsimmons, sec'y, Sept. 30 to Oct. 4
Holland, Ottawa and West Allegan Agricultural Society, Iran. John Kertchef, sec Y. Otta 1104.
Ionia, Ionia District Fair Association, Luther Holland, Charden Schler Actional Society and Society and Society and Society and Society. Collary Barther, Sec Y. Sept. 30 to Oct. 4

Ionia, Ionia District Fair Association, Luther Hall, pres't, Reuben Gould, treas. Fred. J. Cutler, see'v. Sent. 17 to 20

Sept. 17 to 20 LaPeer, LaPeer Fair Association, John Clark, pres't, C. G. White, treas. E. T. Slayton, sec y, Sept. 24 to 26

Litchfield, Union Agricultural Society, R. W Freeman, pres't, A. J. Lovejoy, treas. L. B Agard, see'y, Oct. 8 to 11

Ludington, Mason County Agricultural Society, A. E. Smith, pres't, Geo. R. Cartier, treas. W. J. Meisenheimer, see'y, Sept. 16 to 19

J. Merschneimer, see y. Sept. 16 to 19 Marshall, Calhoum County Agricultural Society, J. R. Cummings, see y. Sept. 24 to 27 Menominic, Menominic Agricultural society, John Hines, pres't, J. D. Crawford, see y. Sept. 17 to 20

Sept. 17 to 20 Midland, Midland County Agricultural Society, David Mills, pres't, M. P. Anderson, treas. Jas-G. Culver, sec'y, Sept. 25 to 27 Mt. Pleasant, Isabella, County Fair Association, John T. Landen, pres't, A. S. Coutant, sec'y, Sept. 24 to 27

John T. Lan Sept. 24 to 27

Owosso, Owosso Fair Association, O. W. Hib-bard, pres't, E. O. Deway, see'y, First Week

Plymouth, Plymouth Fair Association, F. D. Holloway, sec'y, Sept. 17 to 20

Reed City, Tri-County Fair Association, A. C-Goehreud, pres't, L. K. Parkhurst, treas. Rich ard Lambert, see'y. No Fair in 1895 Stockbridge, Stockbridge Agricultural Society Edwin Farmer, see'y, Oct. 1 to 3

Sturgis, Sturgis Fair Association, John Farrow, sec'y, Sept. 16 to 21

#### MINNESOTA.

Albert Lea, Freeborne County Fair Association G. W. Hopkins, see'y, Sept. 19 to 21 Austin, Mower County Fair Association, N. S, Gordon, see'y, Sept. 4 to 6

Benson, Swift County Fair Association, J. W-Clark, see'y, Sept. 26 to 28

Blue Earth City, Fairbault County Fair Associa-tion, M. W. Whitfield, see'y,

Caledonia, Houston County Fair Association, E. E. Stewart, sec'y, Sept. 24 to 27

Carlton, Carlton County Fair Association, W. T. Barker, see'y, Sept. 17 to 19 Carver, Carver County Fair Association, Frank Warner, see'y, Sept. 13 and 14

Crookston, Northern Minnesota Fair Associa-tion, J. V. E. Wyatt, see'y, Sept. 20 and 21 Farmington, Dakota County Fair Association, W. H. Brownell, see'y, Sept. 18 to 20

Grand Rapids, Itasca County Fair Association A. G. Bernard, sec'y, Sept. 5 and 6

Hamline, Minnesota State Agricultural Society, Ed. Weaver, pres't, A. B. Moffatt, treas, E. W. Randall, sec'y, Sept. 9 to 14

Howard Lake, Wright County Fair Association, J. C. Holbrook, see'y, Sept. 24 to 26

J. C. Holbrook, sec'y, Sept. 24 to 26 Hutchinson, McLeod County Fair Association, H. B. Wakefield, sec'y, Sept. 17 to 19 Jackson, Jackson County Fair Association, G-B. Paddock, sec'y, Kasson, Dodge County Fair Association, Aug-E. Anderson, sec'y, Sept. 17 to 20 LeSeuer, LeSeuer County Fair Association, E. H. McLeod, sec'y, Sept. 18 to 20 Madison, Lac qui Parle County Fair, H. L. Hayden, sec'y, Stept. 18 to 20

Morris, Stevens County Fair Association, D. T. Wheaton, see'v, Sept. 20 and 21

w nearon, see y, Sept. 20 and 21
 Owatonna, Steele County Fair Association, K. A. Harris, see'y,
 Pipestone, Pipestone County Fair Association, F. M. Payne, see'y,

F. M. Fayne, sec y,
Preston, Fillmore County Fair Association, W-P. Durst, sec'y, Sept. 17 to 20
Princeton, Mill Lacs County Fair Association Geo. Newbert, sec'y, Sept. 5 to 7

Rochester, Southern Minnesoto Fair Association A. T. Stebbins, pres't, T. H. Bliss, sec'y, Aug. 27 to 31

27 to 31
Rush City, Chisago and Pine County Fair, V. D. Eddy, sec'y, Sept. 17 to 19
St. Peter, Nicollet County Fair Association, J. A. Johnson, sec'y, Sept. 19 to 21
Slayton, Murray County Agricultural Society, W. H. Dawson, sec'y, Sept. 24 to 26

Waseca, Waseca County Fair Association, John Moonan, secy. Sept. 26 to 28

Winnebago City, Faribault County Agricultural Society, M. H. Oliver, sec'v,

Worthington, Nobles County Fair Association, J. Ramage, see'y, Sept. 24 to 26 Zumbrota, Goodhue County Fair Association, M. H. Baskfield, see'y, Sept. 17 to 20

## MISSOURI.

Belton, Belton Fair Association, F G. Robinson sec'y, Aug 20 to 24 Bucklin, Fair not decided upon.

Cape Girardeau, Southeastern District Agricul-tural Association, G. G. Kimmel, pres t., E. S. Lilly, treas. E. H. Engelman, sec y, Sept. 10

Carrollton, Carroll County Fair Association, J. White, pres't, W. J. Turpin, sec'y, Sep to 6

to 6 Fulton, Callaway County Agricultural Society-W, H. Vivion, pres't, D. C. McCue, treas, E. L-Edwards, sec y. First Tuesday in September-Holden, Johnson County Fair Association, Wm' Steele, pres't, J. V. Murray, treas. Aug. 13 to 16

Kahoka, Clark County Agricultural Association W. M. Boulware, pres t, Jos. Vandalah, see ye Sept. 3 to 6

Platte City, Platte County Agricultural Associa-tion. W. A. Elgiu, pres't. A. R. Jack, treas-Wm. Foreman, sec'y, Aug. 27 to 31

Rich Hill, Rich Hill Fair Association, A. E. Beaty, prest, W. W. Ferguson, treas. S. T. Broaddus, see'y, Aug 20 to 23

Rockport, Atchison County Agricultural Society, J. W. Young, see y. Sept. 2106 Sedalia. No Fair in 1895

St. Louis, St. Louis Fair Association, J. K. Gwynn, sec y, No. 500 Olive Street, Oct. 7 to 12

Trenton, Trenton Agricultural Society, Geo. W. Smith, prest, W. E. Austin, treas. Peter H. Yakey, see'y, Sept. 10 to 13

Troy, Lincoln County Fair Association, F. M. Harlan, prest, W. T. Baker, treas. Jas. Lina-han, sec y, Sept. 3 to 6

#### NEW JERSEY.

Elizabeth, New Jersey Agricultural Society, Elisha B. Garvis, prest. P. T. Quinn, see'y, Sept. 1 to 7

Sept. 1 to 7 Mt. Holly. Burlington County Agricultural Soci-ety, H. L. Budd, pres't, Edward B. Jones, treas-Henry I. Budd, see'y, Oct. 7 to 11

Trenton, Great Inter-State Fair Association-John Guild Murrheid, see y, Sept. 30 to Oct. 4 NEW HAMPSHIRE.

Bristol, Bristol Agricultural Society, John F. Phillips, pres't, Fred. H. Ackerman, see'y, Sept. 3 to 5

Rochester, Rochester Agricultural Society, Hon, I. W. Springfield, pres't, A. S. Parshley, see'y, Sept. 25 to 28

NEW MEXICO

Schoharie, Schoharie County Agricultural foci-ety, Daniel W. Jenkins, prest, Chas. Ec.w-ster, treas. H. F. Kingsley, see y, Se<sub>1</sub>t. () to

oct. 3 Syracuse, New York State Agricultural Cociety, Jas. B. Docharty, see y, Aug. 26 to 31

Waterloo, Seneca County Agricultural Society, Ben Bacon, prest. Leonard Story, treas. Ed-ward Nugent, sec y, Sept. 24, 25 and 26

Watertown, Jefferson County Fair Association, E. A Ayers, pres L. Frank M Farker, treas, W R. Skeels, scc y, Sept. 10 to 13

Watkins, Schuyler County Agricultural Society, O. H. Budd, prest, Frank W. Fiero, treas-Jos. P. Frost, see y, address Montour Falls, N. Y. Oct 1 to 4

Westport, Essex County Agricultural Society, C. E. Stevens, sec y, Aug. 27 to 29

Whitneys Point, Broome County Agricultural Society, Harry J Wattles, prest, Phil. H. Landers, treas. M. O. Eggleston, sec'y, Sept.

NORTH CAROLINA.

22 to 25 Morganton, Burke County Fair Association, John H. Pierson, pres t, C. F. McKeason, treas. Theo. Gordon, sec'y. Raleigh, North Carolina State Fair, J. S. Carr pres't, H. W. Ayer, sec'y, Oct. 22 to 25

NEBRASKA.

Ibion, Boone County Agricultural Society, W. A. Poynter, pres't, S. S. Hadley, treas. D. G. Barns, sec'y, Sept. 11 to 13

Barns, sec'y, Sept. 11 to 13 Blair. Washington County Agricultural Society, A. C. Jones, pres, W. J. Cook, sec, Sept. 2 to 5, Clay Centre, Clay County Agricultural Society, B. W. Campbell, pres't, W. J. Gardiner, treas. W. M. Smith, sec y, Sept. 10 to 13

David City, Butler County Agricultural Society, T. B. Myers, pres't, S. Clingman, sec'y, Sept.

24 to 27 remont, Dodge County Agricultural Society, Jas. R. Cantlin, pres't, Jas. Huff, see'y, Sept. 24 to 27

24 to 27 Grand Island, Hall County Agricultural Society, W H Harrison, pres't, S. U. Wolbach, treas.

Hastings, Adams County Agricultural Society R. H. Wahlquist, see'y.

Indianola, Red Willow County Agricultural So-ciety, W. S. Fitch, pres't, J. R. Neel, treas, C. W. Beck, sec'y, Sept. 9 to 12

Kearney, Buffalo County Agricultural Society, G. W. Whiteaker, prest, W. F. Pickering, treas. J. I. Brown, sec'y, Sept. 24 to 27

Lincoln, Nebraska Exposition Association, A. L. Sullivan, pres't, J. H. Westcott, treas. A. M. Trimble, sec'y, Sept. 9 to 13

Madison, Madison County Agricultural Society, H. F. Barney, pres't, J. L. Rynearson, sec'y, Sept. to to 13

Sept. 10 to 13 Minden, Kearney County Agricultural Society, John W. Hawkins, pres t, Rollin Orcott, treas. L. M. Copeland, see y, Sept. 24 to 27 Omaha, "Nebraska State Fair Association, Robt. W. Furnas, see y. address, Brownsville, Neb. Pappillion, Sarpy County Agricultural Society, A. H. Fricke, pres't, A W. Clarke, treas. Chas. Nownes, see'y, Sept. 11 to 13

Plattsmouth, Cass County Agricultural Society, F. M. Richey, pres't, T. H. Pollock, sec'y, Sept.

24 to 27 Wahoo, Saunders County Agricultural Society, M. Shries, sec y, Sept. 10 to 13

OHIO.

da. Ada Tri-County Fair. S. W. Phillips, pres Agnew Welsh, sec'y. Aug. 27 to 30.

Agnew weish, see y. Aug. 27 to 30. Akron. Summitt County Agricultural Society. J. W. Keighbaum, pres. G. W. Brewster, treas. Albert Hale, see'y. Oct. 1 to 4. Ashland. Ashland Fair Association. Robt. J. Simanton, pres. J. Cahn, treas. A. W. Frit-zinger, see'y. Sep. 3 to 6. Athens. Athens County Agricultural Society. S. F. Wolfe, pres. S. N. Holson, see'y. Aug. 20 to 22.

to 22. Bellefontaine. Logan County Agricultural So-ciety. Geo. A. Henry, pres. S. E. Allmon, treas. Banner M. Allen, see'y. Oct. 1 to 4. Blanchester. Blanchester Fair Association. Win-field Scott, pres. S. H. Hampton, treas. S. M. Creighton, see'y. Aug. 27 to 30.

Boston, Owensville P. O. John Rowen, sec'y,

Bowling Green. Wood County Fair Company. W. R. Noyes, sec'y. Sep. 24 to 28.

Bucyrus. Crawford County Agricultural Society. E. B. Monette, pres. M. J. Monette, treas. B. Beal, sec'y. Sep. 24 to 27.

Burton. Geauga County Fair Association. W. Ballard, pres. H. C. Tuttle, treas. P. W. Parmelee, sec y. Sep. 3 to 6.
Cadiz. Harrison County Agricultural Society. S. C. Dickerson, pres. W. S. Cepna, treas. J. C. Glover, sec y. Oct. 2 to 4.
Canton. Stark County Agricultural Society.

Carrollton, Carroll County Agricultural Society. David Blayer, pres. T. J. Saltsman, treas. C. A. Tope, sec y. Sep. 24 to 27.

A. 10pe, et al. 24 to 27. Carthage, Hamilton County Fair Association. D. L. Sampson, sec'y.; address, 22 E. Third St., Cincinnati, O. Aug. 13 to 16. Celina. Banner Fair of Ohio. C. W. Halchild, sec'y and treas.; address, Mcreer. Aug. 20 to 25

Chagrin Falls. Cuyahoga Connty Agricultural Society. J. P. Thorp, pres. H. U. Bigalow, treas. Tryon Ealley, see y. Sep. to to 13.
 Chillicothe. Scioto Valley Fair Association. C. W. Storey, pres. Theo. Spetnagel, treas. W. W. Woodrow, see y. Aug. 6 to 9.

Coshocton. Coshocton County Fair Association. Ed. L. Robinson, sec'y. Oct. 8 to 11. Delaware. Delaware County Agricultural Soci-ety. E. A. Furniss, sec'y. Aug. 27 to 30.

Eaton. Preble County Fair Association. Henry H. Farr, sec'y. Sep. 24 t

Canton. Stark County Agricultur J. DeHoff, sec'y. Sep. 24 to 27.

al Society, H. C.

cultural Society. A.

York, York County Agricultural Soc Kleinschmidt, sec'y, Sept. 10 to 13

W. H. Harrison, pres't, S. U. Woll Geo. F. Ryan, sec'y, Sept. 24 to 27

22 to 25

enton, Edenton Agricultural Society, Dr. W. R. Capehart, pres't. John C. Bond, sec'y, Oct.

Albuquerque, Territorial Fair Association, W. M. Weaver, pres't, A. A. Keen, treas. Andrew Smith, sec'y, Sept. 17 to 21

#### NEW YORK.

Albany, New York State Fair held at Syracuse,

- 1095. Albion, Orleans County Agricultural Association Elbert A Howley, pres t, A. W. Barnett, treas. L. H. Beach, see'y. Sept. 19 to 21
- Angelica, Allegheny County Agricultural Socie-ty. S. H. Whitcomb, pres't, F. H. Jackson, treas. H. F. Dudley, sec'y, Sept. 10 to 12

Altamount, Altamount Fair Association, Silas Itilton, sec'y, Sept. 16 to 19

Auburn, Cayuga County Agricultural Society Elisha Cook, pres't, Robt. F Youngs, treas H. V. S. Lord, sec'y. Sept. 3 to 6

Ballston, Saratoga County Agricultural Society, Wm. C. Talmadge, pres't, Seymour Rowley, treas. Frank I, Smith, sec'y. Aug. 27 to 30

Batavia, Genesee County Agricultural Society, W. E. Summer, pres't, F. B. Parker, treas. Albert E. Brown, sec'y, Sept. 16, 17, 18 and 19

Bath, Steuben County Agricultural Society, E. C. Cook, pres't, T. N. Smith, treas. A. C. Brundage, see y, Sept. 24 to 27

Brockport, Brockport Fair Association, Geo. B. Harmon, sec'y. Sept. 26 to 28

Cairo, Greene County Agricultural Society, F. G. Walters, pres't, C. E. Whitcomb, treas. A. B. Stevens, sec'y. Aug. 27 to 29 Cambridge, Cambridge Valley Agricultural Society, Jerome B. Rice, pres't, Henry A. Qua, treas. John L. Pratt, Jr., secy. Sept.

Canandaigua, Ontario County Agricultural So-ciety. John B. Hall, pres't. Jas. S. Hickox, treas. W. H. Warfield, sec y, Sept. 24 to 26 Canton

Carmel, Putnam County Agricultural Society, Philip Diehl, pres't. E. C. Weck, treas. Geo. R. Cole, sec'y. Aug. 27 to 30

Dryden, Dryden Agricultural Society. S. G. Lupton, pres't, J. B. Wilson, sec'y. Sept. 24

to 26 Ellenville, Ulster County Agricultural Society, L. R. Benedict, pres't. Clark Eaton, treas. F. C. Douglas, sec'y. Sept. 10 to 12 Elmira, Chemung County Agricultural Society, F. J. Cassada, pres't. Edwin J. Young, treas. George McCann, sec'y. Sept. 2 to 6 Fonda, Montgomery County Agricultural Socie-ty. Geo. M. Yoorhees, pres't. Wm. Niles, treas. J. B. Martin, sec'y. Sept. 9 to 12

treas. J. B. Martin, sec'y. Sept. 9 to 12 Hamburg. Erie County Agricultural Society, G. P. Dick, sec'y, Willink, N. Y. Sept 24 to 27. Herkimer, Herkimer County Agricultural So-ciety. H. H. Green, prest. W. E. Kay, treas. J. H. Watkins, sec'y, Scpt. 17 to 19 Hornellsville, Hornellsville Farmers' Club, I. A. Waldo, pres't, Chas. Adsit, treas. H. I. Gil-ford, sec'y. Aug. 26 to 31 Ubase. Tomphing Court: Fair. Care 3 Use

Ithaca, Tompkins County Fair, Cary B. Pish, sec y, Sept. 10 to 13

Sec Y. Sept. 10 to 13
Johnstown, Fulton County Agricultural Society, Oliver German, prest. Wm. T. Briggs., treas. Eugene Moore, sec Y. Sept. 2 to 5
Little Valley, Cattaraugus County Fair Associa-tion, C. R. Rhoades, prest. M. N. Pratt, treas. S. N. Wheaton, sec Y. Sept. 2 to 5
Lockport, Niagara County Agricultural Society, Chas. A. Warren, prest. B. F. Gaskill, treas. John T. Darrison, sec Y. Sept. 19 to 21
Lowville, Lewis County Agricultural Society, H. C. Bingham, prest. W. J. Milligan, treas. G. W. Bostwick, sec Y. Sept. 17 to 20
Valone Franklin County Agricultural Associa-

Malone, Franklin County Agricultural Associa-tion, E. W. Lawrence, prest, Thos. Adams, treas, W. J. Mallon, sce'y, Sejt. 24 to 27

Mincola, Queens County Agricultural Society, Thos. Molt, prest, Thos. H. Bacon, treas, Jacob Hicks, sec y, address Old Westbury, N. Y. Sept. 24 to 28

Monticello, Sullivan County Agricultural Society Geo. T. Carlisle, see'y, Sept. 3 to 6

Nassau, Nassau Agricultural Society, Cardner Morey, pres't, Geo. W. Witbeck, see'y, Sept. 24

to 27 Newburgh, Orange County Agricultural Society, Aug. Dennistan, prest, Harry M. Waring, treas. David A. Morrison, see'y, Sept. 17 to 20

Newport. Newport Agricultural Society, F. B. Hawkins, prest, Chas. Crumby, treas, B. F. Petrie, see'y, Sept. 10 to 12

Norwich, Chenango County Agricultural Soci-ety, C. W. Lampher, pres I, Geo. A. Munson, treas, Clarence A, Cary, see y Sept. 17 to 20

Oneonta, Oneonta Union Agricultural Scciety, Walter L. Brown pres't, Henry Bull, trccs. S. G. Huntington, sec y, Sept. 16 to 19

Oswego, Oswego County Agricultural Scelety Wm. Kchoe, pres't, Amos Allport, treas. Sam G. Merriam, see'y, First Week in September,

Owego, Tioga County Agricultural Society, J. C. Latimer, prest L. W Kingman, treas. M. Hastings, see'y, Oct. 10, 11 and 12

Hastings, see'y, Oct. 10, 11 and 12 Palmyra, Palmyra Union Agricultural Society, C. D. Johnson, pres't, P. S. Aldrich, treas. E. S. Averill, see'y, Sept. 27 and 28 Penn Yan, Tates County Agricultural Society, Thos, Gristock, pres't, R. B. Lefferts, treas. Jas. A. Thayer, See'y, Sept. 17 to 20 Phoenix, Pheenix Union Agricultural Society, John O'Brien, pres't, N. A. Hughes, treas. J. L. Decker, see'y, Sept. 24, 25 and 26

Plattsburgh, Clinton County Agricultural Society D. F. Dobie, pres't, M. F. Parkhurst, treas. W. T. Burleigh, see'y, Sei t. 10 to 13

Ponghkeepsie, Dutchess County Agricultural So-ciety, Reginald W. Rives, prest, Chas. W. Swift, treas. Ferdinand R Bain, see'y, Sept. 24 to 27

24 to 27 Riverhead, Suffolk County Agricultural Society. Sylvester N. Foster, see'y, Oct. 1 to 3 Rochester, Western New York Agricultural Soci-ety, I. H. Sherman, prest, T. F. Crittenden, treas H. A. Kingsley, see'y. Sept. 25 to 27

10 27

Canton, St. Lawrence County Agricultur Society, A. T. Martyn. prest. C. J. Perkin treas. H. E. Seaver, sec y. Sept. 17 to 20

Elyria. Lorain County Agricultural Society. J. L. Reed, pres. J. E. Willard, treas. A. S. Thomas, sec'y. Sep. 18 to 21.

Findlay. Findlay Fair Association. M. C. Greer, pres. H. F. Hosler, treas. A. S. Thomas, sec'y. pres. Sep.

sstoria. Northwestern Ohio Fair Association. C. German, pres. J. L. Mickey, treas. C. M. Hughes, sec'y. Sep. 3 to 6.

Fremont. Sandusky County Agricultural Soci-ety. S. H. Cole, prgs. T. A. Lang, treas. Jas. A. Smith, see'y. Sep. 24 to 27. Galion, Free Fair in September Gallingilis Callinguis Continue to the second

Gallipolis. Gallipolis Fair Association. F. Betz, pres. C. E. Clark, treas. P. T. Wall, sec'y. July 30 to Aug. 2.

Georgetown. Brown County Agricultural Society. V. K. Thompson, pres. J. W. Hedrick,

ety. V. K. 1 non-toor, see'y. Oct. 1 to 4: Greenfield. Greenfield Fair Association H. G.. Simoin, press. E. A. Squier, treas. F. M. Rob-inson, see'y. Aug. 26 to 30.

Hamilton. Butler County Agricultural Society. S. K. Hughes, pres. F. W. Whitacre, treas. W. C. Shepherd, scc'y. Oct. I to 4. Hicksville. Hicksville Fair Association. W. H. Harter, pres. J. E. Coburn, sec'y. Sep. 10 to 13. Kenton. Hardin County Fair Association. A. M. Rice, sec'y. Sep. 17 to 20. Lancaster. Fairfield County Vair Association.

Lancaster, Fairfield County Fair Association, Jacob Claypool, pres. A. C. Vorys, treas. W. T. McClenaghan, see'y. Oct. 8 to 12.

Lebanon. Warren County Fair. Huse Bone, pres. F. M. Cunningham, treas. Geo. W. Carey, see'y. Aug. 20 to 23.

Lima. Allen County Fair. Miner A. Atnur, sec'y. Sep. 3 to 6.

ondon. Madison County Agricultural Society. C. A. Wilson, pres. J. M. Lewis, treas. E. B. Pancake, sec'y. Sep. 10 to 13.

Manchester, Manchester Fair Association. W. H. Pownall, pres. J. A. Shriver, treas. J. W. Jones, sec'y. Sep. 4 to 6.

Jones, Sec. Y. Scp. 4 to 5. Mansfield. Richland Agricultural Society. Jerry Needham, pres. M. D. Ward, treas. Newton Charles, sec Y. Sept. 10 to 13. Marysville. Union County Agricultural Society. C. S. Chapman, pres. J. J. Wats, treas. E. W. Porter, sec Y. Sep. 24 to 27. McConnellsville. Morgan County Fair. John G.

McConnellsville, Morgan County Fair. John G. Walker, pres. J. M. McElhiney, treas. C. V. Harris, sec'y. Sep., 3 to 6. Medina. Medina County Agricultural Society.

Medina. Medina County Agricultural Society. F.A. Branch, pres. A. T. Spitzer, treas. Hiram Goodwin, sec y. Sep. 3 to 5.

Mechanicsburg. Central Ohio Fair Association. J.F. Kimbald, pres. D.W. Rutall, treas. Frank V. Barr, sec'y. Aug. 6 to 9.

Millersburg, Holmes County Fair, Sep. 24 to 27.

Mt. Gilead. Morrow County Agricultural Society, W. O. Thunna, pres. O. J. Miller, see'y. Oct.

It. Vernon. No Fair 1895. Elk's Circus, July ath. For information write W. M. Harper.

Act. For information write W. M. Harper. Napoleon. Napoleon Fair Association. H. C. Graschner, pres. J. L. Halter, see'y. Sep. 3 to 6 Newark. Licking County Agricultural Society. G. W. Horton, pres. W. C. Miller, treas. Ad. C. Seymour, see'y. Oct. 1 to 4. New Bremen. New Bremen Tri-County Fair. Henry Heilbusch, pres. Wm. Nieter, treas. Fred Wiemeyer, see'y. Aug. 27 to 30.

New Lexington. New Perry County Fair. B. B. Wright, pres. F. E. Fox, treas. Jas. E. Curran, sec'y. Aug. 28 to 30.

New Lisbon. Ed. F. Moore, sec'y. Sep. 17 to 19.

Norwalk. Huron County Fair Association. John Laylin, sec'y. Sep. 4 to 6.

Dttawa. Putnam County Agricultural Society. A. L. Paul, pres. G. H. Rice, treas. A. P. San-dles, sec'y. Oct. 1 to 5.

Paulding. Paulding County Fair. J. L. Slager, prest. Floyd Atwill, treas. F. M. Bashure, see'y. Sept. 24 to 27.

Pomeroy. Rock Springs Fair Association. B. F. Knight, pres. L. H. Bridgeman, treas. Ed-ward L. Keiser, sec'y. Sep. 3 to 5.

Ravenna, Lafayette Smith, see'y. iltural Society.

Salem. Wm. G. Bentley, sec'y. Sept. 10 to 13.

Sandusky. Erie County Agricultural Society. S. C. Prout, pres. C. B. Wilcox, treas, John T. Mack, see'y. Sep. 17 to 20.

Seth. Clarke County Fair Association. C. Stew-art, pres. G. H. Garlough, treas. Wm. Jen-kins, sec'y. Aug. 27 to 30.

Kins, See Y. Aug. 27 to 30.
 Sidney. Shelby County Agricultural Institute Fair. H. Guthrie, pres. O. B. Taylor, treas. G. C. Anderson, sec y. Sep. 17 to 20.

Smithfield. Jefferson County Fair. A. I. Suth-erland, pres. Chas. McKinney, treas. J. O. Hayne, sec'y. Sep. 25 to 27.

Springfield. Clark County Fair. Wm. Jenktns, secy., P. O. Seth, O. Aug. 27 to 30.

t. Clairsville. Belmont County Agricultural Society. John Sidebottom, pres. E. G. Amos, treas. T. C. Ayers, see'y. Sep. 24 to 26.

Toledo. Tri-State Fair Association. J. F. Fitzns, sec'y. Aug. 26 to 31.

Troy. Miami County Agricultural Society. T. S. Scott, pres. A. McCurdy, treas. W. I. Ten-

Balani Colinty Agricultural Society. 1.
 S. Scott, pres. A. McCurdy, treas. W. I. Tenney, see'y. Sep. 23 to 27.
 Upper Sandusky, Wyandotte County Agricultural Society. G. W. Cliffe, pres't. Henry Kear, see'y. Oct. 8, 9, 10 and 11.

Urbana. Champaign County Agricultural Soci-ety. C. H. Ganson, pres. H. P. Wilson, treas. J. W. Crowl, sec'y. Aug. 20 to 23.

Van Wert. Van Wert County Agricultural Soci-ety. J. S. Stuckey, pres. O. J. Swartout, see'y. Aug. 20 to 23.

Wapakoneta. Auglaize County Fair. J. T. Van Horn, pres. Frank Rigdon, treas. M. J. Crzwford, sec'y. Oct. 8 to 11.

Washington. Guersney County Fair. Dr. G. H. Stout, pres. V. D. Craig, sec y. Sep. 24 to 27 Washington C. H. Fayette County Fair. L. C. Mallow, press: F. G. Carpenter, treas. Willis N. Allen, sec'y. Aug. 13 to 16.

Wauseon. Fulton County Agricultural S L. G. Ely, pres. J. W. Howard, treas. Mikesell, sec'y. Sep. 17 to 20. Vellington. Welligton Union Agricultural Soc ety. H. C. Harris, sec'y. Aug. 21 to 23. West Union. Adams County Agricultural Soci-ety. W K. Coleman, pres. Henry Scott; treas.

ety. W K.C Sep. 10 to 13. ston. G. P. Thorpe, sec'v.

Woodsfield. Monroe County Fair Association. W. C. Mooney, pres. Geo P. Dorr, sec'y, Sep. Wayne County Agricultural Society. rmstrong, pres W. A. Wilson, treas

Wm. Armstrong, pres W. A. M. I. N. Kinney, sec'y. Sep. 17 to 20.

A. KIMBEY, SCC Y. SEP. 17 to 20.
 Xenia. Green County Agricultural Society. R R. Grieve, see'y. Aug 13 to 16.
 Youngstown. Mahoring County Agricultural Society. B. P. Baldwin, pres. J H Ruhlman, see'y Sep. 24 to 26.

### PENNSYLVANIA.

Allentown, Lehigh County Agricultural Society, Jeremiah Roth, pres't, Victor D. Barner, treas. W. K. Mohr, sec'y, Sept. 23 to 27

eland Agricul Apollo, Armstrong and Westmoreland Agric tural Society. Milt. Unzapher, pres't, S. Nelson, treas. H. G. Kinter, sec'y, Sept.

to 13 Beaver, Beaver County Agricultural Society, W. H. Partington, pres't, Frank Moore, treas. E. P. Kuhn, see'y, Sept. 24 to 27 Berwick, Berwick Fair Association, Jos. H. Eck, pres't, B. D. Freas, treas. John W. Evans, see'y, Oct. 2 to 5 Bethlehem, Bethlehem Great Inter-State Fair J. W. Lovatt, pres't, H. H. Dash, treas. H. A. Groman, see'y, Sept. 17 to 20 Bleamchang, Columbia County Agricultural So

Groman, see's, 'Sept. 17 to 20 sloomsburg, Columbia County Agricultural So-ciety, John S. Mensch, pres't, Jas. C. Brown, treas. A. N. Yost, see'y, Oct. 8 to 12 trookville, Jefferson County Fair Association, A. D. Long, see'y, Fair in September.

Burgettstown, Union Agricultural Association Wm. Melvin, sec'y, Oct. I to 3

Butler, Butler Agricultural Society, W. P. Roes-sing, sec'y, Sept. 3 to 6 Cambridgeboro, Central Crawford Agricultural Society, Clark D. Eckels, pres't, J. R. Cease, treas, Albert S. Faber, sec y, Sept. 24 to 27

Canton, Bradford County Agricultural Society Sept. 24 to 27

Carlisle, Cumberland County Fair Association, C. Riller, sec'y, Sept. 24 to 27

armichaels, Greene County Agricultural Society, Geo. Shroyer, pres't, L. W. Gwynn, sec'y, Oct. 3 to 5

ochranton, Cochranton Agricultural Society, Hugh Smith, pres't, Jesse Moore, treas. John H. Adams, sec'y, Sept. 18 to 20

Conneautville, Crawford County Agricultural Society, W. W. Power, pres't, J. E. Rupert, treas. F. L. Lord, sec'y, Sept. 10 to 13

orry, Northwestern Agricultural Society, S. E. Kincaid, prest, N. R. Heath, treas, Chas. B. Colegrove, sec'y, Sept. 17 to 20

Colegrove, sec'y, Sept. 17 to 20 Dayton, Armstrong County Fair Association, T. M. Elder, prest, S. W. Marshall, treas. A. G. Walker, sec'y, Sept. 25 to 28 East Towanda. Bradford County Agricultural Society, Hugh McCabe, pres't, Geo. W. Black-man, treas, J. N. Califf, sec y, Sept. 24 to 27 Forksville, Sullivan County Agricultural Socie-ty, M. R. Black, pres't, J. J., Hoagland, sec'y, address, Lincoln Falls, Pa. Oct. 2 to 4 Greensburg, Greensburg Fair Association, W. F. Holtzer, pres't, D. B. Fisher, treas. M. N. Clark, sec'y, address, Claridge, Pa. Oct. 2 to 9. Hanover, Hanover County Fair Association.

Hanover, Hanover County Fair Association, R. M. Wirt, pres't, T. J. Little, treas. M. O. Smith, sec'y, Sept. 10 to 13

Harford, Harford Agricultural Society. E. E. Jones, see'y, Sept. 25 and 26

Hookstown, Millereck Valley Agricultural So ciety, H. W. Nelson, pres't, Allan McDonald-treas. R. M. Swaney, sec'y. Aug. 20 to 27 Kutztown, Keystone Agricultural Society, Jacob Heffner, pres't, J. B. Essen, sec'y. Sept. 17 to 20

Lehighton, Carbon County Industrial Society, Win. E. Ash, pres't, Val. Schwartz, treas, C. W. Bower, see'y. Sept. 10 to 13 Lewisburg, Union County Agricultural Soci-Andrew Ruhl, pres't, Geo. E. Long, se

Sept. 24 to 27

Sept. 24 to 27 Lewiston. Mifflin County Agricultural Society-Jas. H. Sigler, pres't Thos. W. Moore, treas-A. T. Hamilton, see'y, Dec. ro to 13 Lykens, Lykens Agricultural Society, Dr. A. G. Stanley, pres't, Jos. Kramer, treas. A. C. Long see'r Awr. at too Xramer, treas. A. C. Long

sec'y, Aug. 21 to 23

lansfield, Mansfield Fair Association, J. M. Barden, pres't, W. D. Husted, treas. J. A-Elliott, sec'y, Sept. 24 to 27. Mercer, Mercer Central Agricultural Association John T. Cill. pres't, John P. Orr, sec'y, Sep't Io to 12

Titsworth, sec'y, Oct. 1 to 2

Society. Wm. F. Beck, pres't, J. J. Maus, sec'y. Oct. 1 to 4

see y. Oct. 1 to 4 New Castle, Lawrence County Agricultural So-ciety, Wm. E. Lockhart, pres't, Hon. A. L. Martin, see'y, Last week in August. Newport, Perry County Agricultural Society, D. H. Shiebley, pres't, F. A. Fry, see'y, Sept.

17 to 20 Orwigsburgh, Schuylkill County Agricultural Society, David C. Brown, pres't, Harry D, Koch, treas. John C. Beck, sec'y, Sept. 3 to 6. Oxford, Oxford Agricultural Society, Wm. H. Hogg, pres't, Milton Walker, sec'y. Sept. 24 to 27

Parker, Parker Agricultural Association, S. W. Coe, pres't, T. Cohen, treas. G. A. Needle, sec'y, Sept. 10 to 13

Port Royal, Port Royal Fair Association, D. W. Goss, pres't, W. R. Wharton, sec'y, Sept. 10

Billboard Advertising.

Pottstown, Montgomery, Berks and Chester Ag-ricultural Society, John Todd, pres't, Calvin Fegaly, treas. E. P. Ancona, sec'y, Sept. 3 to 6 Ladeing, Berks County Agricultural Society Jas. McDowan, pres't, Milford N. Ritter, treas Cyrus T. Fox, sec'y, Sept. 10 to 13

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Oct. 1 to 4

Staunton

Suffoll

Oct. 8 to 12 Roanoke, No Fair 1895.

VIRGINIA.

Fredericksburg, Rappahannock Fair Society, Oliver Eastburn, pres't, S. J. Quinn, see'y,

Lynchburg, Lynchburg Fair Association, Sam-uel T. Withers, pres't, G. W. Smith, sec'y.

Richmond, Virginia State Fair Association, Henry W. Wood, pres't, Wm. G. Owens, sec'y, Oct. 8 to 12

taunton, Virginia Fair Association, C. B. Coiner, pres't, Heber Ker, see'y, Sept. 3 to 6

Suffolk, Suffolk Agricultural Association, Geo. W. Nurney, pres't, J. Walter Hosier, sec y, Oct. 15 to 18

Winchester, Shenandoah Valley Fair Associa-tion, J. K. McCann, pres't, P. C. Gore, treas, L. G. Ilollis, sec'v.

WASHINGTON.

WEST VIRGINIA.

Cottageville, Evans Fair Association, J. M. Miller, sec'y, Aug. 20 to 23 New Martinsville, Wetzel County Fair Associa tion, John Steuder, pres't, S. R. Martin, sec'y, Aug. 20 to 23

Aug. 20 to 23 Pennsboro, Ritchie County Agricultural Society, L. P. Wilson, pres't, G. P. Sigler, treas. Will, A. Strickler, Sec Y, Sept. 10 to 12 Point Pleasant, Mason County Agricultural So-ciety, A. N. Roseberry, sec Y, Aug. 6 to 9

wheeling, West Virginia State Fair, A. Rey-man, 1992, Geo. Hook, sec.". Sept. 2 to 6

WISCONSIN.

Ashland, Ashland County Agricultural Society, J. G. McGeehan, pres't, John A. Watson, treas R. F. Spencer, sec'y, Sept. 18 to 20

Baraboo, Sauk County Agricultural Society, J. M. Jone, pres't, H. Marriott, treas. J. S. Hall, sec'y, Sept. 24 to 27

Beaver Dani, Dodge County Fair, D. Dickinson, pres't, H. B. Drake, treas. C. W. Harvey, sec'y, Sent 24 to 27

Sept. 24 to 27 Black River Falls, Jackson Agricultural Society, H. J. Ormsby, see'y, Sept. 10 to 13

Bloomington, Blakes Prairie Agricultural Soci-ety, John Carcy, pres't, H. C. Enke, treas. D. F. Brown, see'y, Sept. 11, 12 and 13 beschel Boschel

Boscobel, Boscobel Agricultural Association, Lou. B. Ruka, pres't, F. C. Mafiley, treas. Jud. P. Walker, see'y, Sept. 25 to 27 Cedarburg, Oranization, Communication, Sector, Sept. 25 to 27

Cedarburg, Ozaukee County Agricultural Soci-ety, John Gourh, presit, L. E. Schroeder, treas. D. E. McGinley, see'y, Sept. 25, 26 and 27

27 Chilton, Chilton Fair Association, I. D. Dor-schell, see'y, Sept. 24 to 27 Cumberland, Cumberland Inter-County Fair As-sociation, S. H. Waterman, prest, H. S. Wil-liams, treas. H. L. Comstock, see'y. Sept. 18 to

20 Darlington, Lafayette County Agricultural Soci-ety, C. C. Monahan, pres't Paul Speth, treas, Geo. F. West, see'y, Aug. 27 to 30 Dodgerille, Iowa County Agricultural Society, John M. Reese, see'y, Aug. 20 to 23

Elkhorn, Walworth County Agricultural Society, John G. Meadows, pres't, L. G. Latham, treas. Samuel Mitchell, sec'y, Sept. 24 to 27

Ellsworth, Pierce County Fair Association, W. H. Terpening, pres't. J. B. Maynard, treas. F. D. Lord sec'y, Sept. 25 to 27

Galesville, Trempealcau County Fair, F. G. Davis, see'y, Aug. 27 to 30

Grand Rapids, Wood County Fair Association, L. M. Nash, pres't. F. J. Wood, treas. J. A. Taylor, sec'y.

reen Bay, Brown County Northeastern Fair, H. Hagemeister, pres't, H. B. Baker, treas. D. W. Flatley, sec'y, Sept. 3 to 6

Hartonville, Outagamie County Agricultural Society, John Dye, prest, A. L. Murphy, treas. H. T. Buck, see y, Sept 24 to 26

Hudson, St. Croix County Agricultural Society, Robt. McDiarmid, prest, H. F. Dinsmore, see'y, Sept. 11 to 13

see y, sept. 11 0 13 mesville, Rock County Agricultural Society, J. E. Gleason, pres't, S. L. James, treas. D. W. Watt, see y, Sept. 10 to 13

Jefferson, Jefferson County Agricultural Society John Whittet, pres't, F. P. Kispert, treas. Dr. J. L. Kearney, scc'y, Oct. 1 to 4

iewaunee, Kewaunee County Agricultural Soci-ety, R. A. Moore, pres't, Adolph Ebel, sec'y, Sept. 11 to 14

Sept. 11 to 14 LaCrosse, LaCrosse Inter-State Fair Association, Wm. Lohmiller, pres't, Vincent A. Tausche, treas. Edwin E. Magill, scc'y, Sept. 2 to 7

Lancaster, Grant County Agricultural Society, Delos Abrams, pres't, W. J. McCoy, treas. T. A. Burr, sec'y, Sept. 18 to 20

Madison, Wisconsin State Agricultural Society, S. D. Hubbard, pres't, M. R. Doyon, treas. T. J. Fleming, sec'y, Sept. 16 to 21

edford, Taylor County Agricultural Society, J. W. Wheelock, pres't, T. M. Miller, sec'y, Sept.

Menominie, Dunn County Agricultural Society, Paul C. Wilson, pres't, J. B. Chickering, treas. Geo. M. Gallaway, see'y, Sept. 17 to 19

Merrill, Lincoln County Agricultural Society, J. N. Cotter, pres't, Julius Thielman, treas. Thos. J. Mathews, see'y,

Allows, J., Bakinews, sec'y, Mineral Point Mineral Point Fair Association, G. G. Cox, prest', P. Allen, treas. H. S. Weil, sec'y, Sept. 3 to 6

Monroe, Green County Agricultural society, C. T, Hodges, pres't, Rolf. A. Etter, see'y, Sept. II to 14

10 14 7 London, New London Agricultural Society H. Ramm, pres't, Henry Cannon, sec'y 14, 17 to 20

1 to 13

E. H. Ra Sept. 17 to

Oconto. No Fair in 1895

Washington State Fair, Sept. 30 to

Scranton, Scranton Fair Association, E. J. Woodwin, sec'y, July 2 to 5 namokiñ, Schmokin Agricultural Society, Wm. Burry, pres't, John Mullen, treas. A. G. Marr. sec'y.

toneboro, Mercer County Agricultural Society. R. J. McClure, pres't, R. P. Cann, treas J. P. Hines, sec'y, Sept. 24 to 26

Stroudsburg, Monroe County Agricultural Socie-ty, J. S. Williams, pres't, R. B. Keller, treas. T. C. Brown, sec'y, Sept. 3 to 6

Tarentum, Tarentum Fair Association, G. A. McWilliams, pres't, Geo. W. Smith, treas. W. H. McCullough, sec'y, Aug. 27 to 30

Citusville, Oil Creek Valley Agricultural Asso-ciation, Thos. Purtill, pres't, W. W. Lewis, J. H. Cogswell, sec'y, Sept. 10 to 13

Froy, Troy Farmers Club Fair, John F. Hunt, pres't, Samuel Poweroy, treas. Nelson A. May-nard, see'y, Sept. 10 to 13

nown, Fayette County Agricultural Socie W. S. Craft, pres't, W. V. Parshall, sec'y,

ept. S to 14 Washington, Western Pennsylvania Agricultu-ral Association, Geo. M. Cameron, pres't, Jas. K. Mitchell, treas. Julius LeMoyne, sec'y,

Westfield, Cowanesque Valley Agricultural So-ciety, Chas. Tubbs, pres't, R. H. Buck, treas. John R. Dengle, sec y, Sept. 16 to 20

Williams Grove, Grangers' Inter-State Picnic Exhibition, H. S. Mohler, prest, R. H. Thomas, gen'l manager, address, Mechanics-burg, Pa. Aug. 26 to 31

RHODE ISLAND.

SOUTH CAROLINA.

way, sec'y, Nov. 11 to 15

olumbia, South Carolina State Agricultural So-ciety, Thos J. Moore, pres't, Thos W. Hollo-way, sec'y, address, Pomaria, South Carolina.

SOUTH DAKOTA.

Sioux Falls, South Dakota State Fair Associa tion, Oscar P. Kemp, pres't, Watertown, S. D. Morris H. Kelly, sec'y, Aberdeen, S. D. Sept

TENNESSEE.

Columbia, Maury County Fair Association, S. Thomas, sec'y. Aug. 13 to 16

Dyersburg, Dyer County Fair Association, N W. Callcut, pres't. T. C. Gordon, sec'y, Oct.

Murfreesboro, Rutherford County Fair Associa-tion, W. R. Jarrett, pres t, J. W. Sparks, sec'y, Sept. 11 to 14

Paris, Henry County Fair Association, John R. Wright, pres't, R. A. Foster, sec'y, Oct. 15 to 18

Rockwood, Roane County Fair Association, J G. Crumbliss, pres't, S. P. Sparks, sec'y, Oct

TEXAS.

Belton, Bell County Fair Association, W. S Carter, pres't, Louis Tyler, treas. L. K. Tar ver, sec'y, Oct. S to 12

Calvert, Robertson County Fair Association, L. T. Fuller, pres't, J. A. Foster, treas. U. W. Parish, sec'y.

Corsicana, Navarro County Fair Association, Joel Hayden, pres't, F. C. Hand, sec'y, Oct. 15 to 18

Jott Ingluch, press, J. C. Hahd, Stey, Ott. 15 to 18
Dallas, Texas State Fair Association, J. T. Trezerant, pres't, J. B. Adoue, treas. C. A. Cour, see'y, Oct. 19 to Nov. 3
Groesbeck, Limestone County Fair Association G. V. McClintic, pres't, M. H. Clark, treas. Dr. S. Bugg, see'y, Oct. 9 to 12
Tyler, Tyler Fruit Palace, S. H. Cox, pres't, J. T. Harris, treas. J. M. Herndon, see'y, J. P. Douglas, gen'l manager. July 17 to Aug. 1
Victoria, Southwest Texas Fair Association, L. D. Heason, pres't, L. N. Hofer, see'y. D. H. Reagan, treas. Nov. 7 to 12

VERMONT.

Brattleboro, Valley Fair Association, Geo. W. Hooker, pres't, Julius J. Estey, treas. C. L. Sticeney, sec y, Sept. 25 and 26

Fairhaven, Western Vermont Agricultural Asso-ciation, E. Bussey, pres't, R. C. Reed, treas, H. K. Sheldon, sec y, Sept. 17 to 20

Lyndonville, Northern Caledonia Fair Associa-tion, L. B. Harris, pres't, B. N. Wells, treas. F. M. Campbell, sec y, Sept. 17 and 18

Manchester, Battenkill Valley Fair, D. K. Simonds, sec y, Sept. 11 to 13

Geo. W. Lynde, pres't, W. W. Holden, treas. J. C. Thayer, sec y, Sept. 17 to 19

Rutland, Rutland Fair Association, J H. Mead-pres't, F. A. Field, treas. F. H. Chapman, sec'y, Oct. 1 to 4

t. Johnsbury, Caledonia Fair Association, Arthur F. Stone, pres't, J. D. Gould, sec'y, Sept. 10 to 12

Sheldon Junction, Franklin County Agricultural Association, A. B. Croft, pres't, C. A. Oliver, sec'y, Aug. 28 to 30

Waterbury, Winooski, Valley Fair Association G. E. Moody pres't. Geo, W. Atkins, treas. 1 G. Hooker, sec'y, Sept. 10 to 12

Woodstock, Windsor County Agricultural Soci-ety, J. H. Eastman, pres't, H. C. Lockwood, treas. John S. Eaton, sec'y, Sept. 24 to 26

Voonsocket, Woonsocket Agricultural Society, John Boyden, see'y. Sept. 11 to 13

Wellsboro, Grange Picnic Fair Association. W. H. Whiting, see'y, Sept. 4 to 6 West Chester, Chester County Agricultural Society, R. E. Manoghan, pres, M. H. Matlack, treas. Barclay Lear, sec'y, Sept. 5 to 7

## Oskosh, Oskosh Fair Association, John Laabs, pres't, Geo. Hilton, treas. C. E. Angell, sec y, June 25 to 18

June 25 to 18 Portage, Columbia County Agricultural Society, Geo, Bain, pres't, J. M. Bushnell, treas. Ken-nedy Scott, sec'y, Address Rio, Wisconsin, Sept. 16 13

Sept. 10 to 13

and 27

pamphle s.

The Echo.

Sepí, 10 to 13 Richland Centre, Richland County Agricultural Society, Geo. Fogo, pres<sup>4</sup>t, I. M. Hart, treas. J. M. Bunell, see'y, Sept. 24 to 27 Sencca, Crawford County Agricultural Society, Hugh Porter, pres<sup>4</sup>t, Chas. Mitchell, treas. Thos. Taylor, see'y, Sept. 23 to 27

Seymour, Scymour Fair Association, F. R. Ditt-mer, pres t, Jas. Dean, treas. L. H. Tubbs, sec'y, Sept. 24 to 26

viroqua, Vernon County Agricultural Soci D. Wise, pres't, W. W, Powell, treas. F. Alexander, scc'y, Sept. 17 to 20

Alexandel, See y, Sept. 17 to 20
 Waukesha, Waukesha County Agricultural Society, E. W. Chafin, pres't, F. R. Fuller, treas.
 W. H. Smith, sec'y, Sept. 10 to 13

Wausau, Marathon County Agricultural Societ Robt. Plisch, pres't, John Kiefer, treas. F. 1 Thayer, see'y. Sept. 12 to 14

West Bend, West Bend Agricultural Society, F. Mayer, pres't, Geo. W. Jones, treas. Jose Ott, sec'y.

West Superior, Douglas County Agricultural So-cicty, Jas, Bishop, see'y, Sept. 2 to 6 Weyauwega, Waupaca County Agricultural Asso-clation, A. L. Hutchinson, see'y, Sept. 24 to 27

OYLAHOMA TERRITORY. El Reno, El Reno Fair Association, Oct. 15 to 15

Cuthrie, Oklahoma State Fair Association. Roy Teal, sec'y, Oct. 8 to 11

### ONTARIO, CANADA.

Campbellford, Seymour Agricultural Society, F. Bonnycastle, pres't, John Clark, see'y, Last Thursday and Friday in September. Collingwood, Great Northern Exhibition, Forman, prest, W. I. Frame, treas. J. Archer, secy, Sept. 24 to 27

Dreach, Sec y, Sept. 24 10 27 Dresden, Camden Arricultural Society. Walker H. Clapp, pres't, N. B. Carscallen, treas. John Chapple, sec y, Oct. 9 and 10 Kingston, Midland Central Fair Association, John P. Oram, sec y. Sept. 2 to 7 Ottawa. Central Consola Parkittician

Ottawa, Central Canada Exhibition, Wm. Hut-chinson, pres't, T. C. Bate, treas. E. McMahon sec'y, Sept. 20 to 28

Owen Sound, Owen Sound Fair Association J. H. McCullough, pres't, A. G. MacKay, sec'y, Sept. 17 to 10 sept. 17 to 19. Prescott, South Grenville Agricultural Society, Jas. Cosgrove, pres't, T. R. Melville, sec'y, Sept. 24 to 26.

Simcoe, Norfolk Union Fair Association, D. B. Palmerton, pres't, J. Thos. Murphy, see'y, Oct. 15 to 17 Stratford

Stratford, Stratford Fair Association, Nelson Monteith, pres't, John Brown, sec'y, Sept. 26

am, Northwestern Fair Association s. Henderson, pres't, John Anderson, sec'y ress, Belgrave, Ont. Sept. 24 to 26

QUEBEC.

Sherbrooke, Canada Great Eastern Exhibition, Hon. John McIntosh, pres't, H. R. Fraser, secy, Sept. 2 to 7

## **DISTRIBUTERS.**

D STRIBUTERS would do well to place themselves in communication with Walter G. Cooper. Chief of the Department of Publicity and Promotion of the Cotton States and International Exposition Co., of Atlanta This institution is even now putting out vast quantities of distributing work and will fairly inundate the country before September next.

IT IS said that the O. J. Gude Co., of 13 and 15 W. Broadway, New York City, will shortly add the distribution of pamphle's to their oth r lines of effor's.

THE Swift Specific Co., of Atlanta, Ga, will shortly put out over one million

AN ADVERTISEMENT in our Distribu ters' Dir ctory is worth many tin es i s cost every month. No boys need apply. Only responsible persons who have attained their majority and can furnish sa is'actory reference are elipible.

Hood's SARSAPARILLA CO, of Lowell. Mass , are still issuing vast quantities of newspapers and pauphlets.

TO BE a genuine collector in the asthetic sense, one must be something bet tween a highwayman and a beggar.-

## **ORIGIN OF POSTERS.**

Billboard Advertising.

Boston Transcript. That playbills were introduced in England at an early period of existence of legitimate drama is beyond a doubt, for they are made mention of by Archbishop Grindall, so long ago as 1563. In Northbrook's "Treatise Against Dicing, Dauncing, Vaine Playes," printed in 1579, the author gives us to understand that those who were addicted to such things used to "set up their billies upon postes (and hence the name 'posters' for the large street bills was presumably derived) certain dayes before, to admonish people to make resort into their theatres, that they may be thereby better furnished, and the people prepared to fill their purse with their treasure." The earliest copy of a playbill known to exist is given in "The Adventures of Five Hours," printed in 1663: "The prologue inters with a playbill in his hand, and reads: This day, being the 15th of December, shall be acted as a new play, never played before, called ' The Adventures of Five Hours."

The posters simply gave notice to the public, who would otherwise have been. left in ignorance of the play to be performed; but when the regular playbill containing the names of the characters and those who were to perform them, first found its way into the hands of the audience, it is impossible to state with anything approaching to accuracy. A copy of the earliest that was known to exist was unearthed by the late John Payne Collier, but unfortunately Mr. Collier's connection with a spurious Shakespeare folio makes doubtful the authentici v of any of his discoveries. The playbill reads:

By His Majesty's Company of Comedians, at the

New THEATRE IN DRURY LANE. This day, being Thursday, April 8th, 1663, Will be Acted

A Comedy Called :

THE HUMOROUS LI	EUTENANT.
The King,	Mr Wintersel
Demetrius,	- Mr. Hart
Leontius,	Mayor Mohun
Lieutenant	- Mr. Clun
Celice,	Mrs Marshall
he play will be given at th	ree o'clock exactl
Boxes, 45: Pit, 28 6d: Midd	
Upper Gallery	

THE FAD FOR POSTERS.

#### A New Mania in Collecting Which We Owe to the Parisians.

The poster mania is a comparatively new disease-an excellent disease, by the way, for it furnishes material for some rich and curious collections and one which has brought into being a whole branch of commerce and industry far from unimportant.

The successive stages of this commerce in posters are interesting to note When the first works of this kind appeared upon the walls, the novelty lovers began their campaign. How could these mural frescos be secured? To peel them off the wall one's self at night seemed the simplest plan, but it was also the most dangerous. It involved the risk of being caught in the act, taken to the police station and soundly fined, to say nothing of the risk of "peeling" them badly and getting off the wall only a thing of tatters. It became necessary then to secure the complicity of an all powerful personagethe bill poster. How many great collectors, honorable and honored men, rich and well placed in life, have bowed down before his majesty, the bill poster! The paster of posters, realizing a sum which varied with the importance or the vogue of the matter in hand, came to deserve the name of the unpaster of posters, That was the primitive period, the stone age of poster collectors The bronze age began when one or two print sellers in the neighborhood of the quais arranged with the bill posters for a few copies which they sold to their customers.

The print sellers, driven by the growing flood of demand finally decided that it was worth while to arrange with the pro prietors of the posters themselves that a part of each printing should be reserved for amateurs; and so the commerce in posters became a real profession .- Scribner's Magazine.

MR. J. BALLARD CARROLL bas removed his City Bill Posting Company's establiskment to more commodious quarters, at No 35 Beaver Street.-Albany NY. Argus

A POSTER Exhibition was recently held in Detroit, Mich., under the auspices of The Art Club of Detroit

PRINTERS' GOSSIP.

EVERY poster printer in the United States and Canada should subscribe for BILLBOARD ADVERTISING.

BEGINNING with this number, BILL-BOARD ADVERTISING will conduct, under the above heading a column of spicy news and comment, of interest to poster printers.

SAMUEL BOOTH, whose father esta blished the first poster printing establish. ment in this country, is now with the Empire Show Printing Co., of Chicago. He is one of the most popular men in the business

THE Walter L. Main Shows' paper has excited more admiration and talk than that of any other show on the road. The chief charms of the paper lies in novel lines upon which it is projected. The idea originated with W. E. Franklin' and was admirably executed by the Donaldsons.

THE third annual meeting of the Show Printers' Association, will be held at the Fifth Avenue Hotel, New York City, on Monday, June 3rd, at 12 o'clock. Mr. Thos. S. Dando, of the Philadelphia Ledger Job Office, has given much time to this Association, and it is to be hoped that he will meet with the support his efforts deserve. A full attendance is desired.

W. J. WINTERBURN, whose connection with the rising young tragedian Walker Whiteside led to his retirement from the Winterburn Show Print. Co., is reported to be about to start another show printing establishment in Chicago. Jim, as he is familiarly and affectionately known among showmen, always makes a success of show printing, but not always of show business. His former connection with Chas. Erin Verner, cost him his position with the Enquirer Job Office in Cincinnati.

THERE is great need of a better feeling, a more intimate relationship between printers; bill posters and distributers. BILLBOARD ADVERTISING hopes to be the means of bringing about this state of affairs. Whether we shall be successful or not remains to be seen. In either event we are going to make the attempt and we desire the printers to second our efforts Help us by precept and example. Support us by subscribing and ratronizing our advertising columns. Could we depend on you to this extent, we would have no doubt of the final outcome.

WE invite poster printers in general to send us samples of their odd, unique or novel one sheet posters, and photographs of anything especially fine in three-shee's and stands. We will reproduce them in miniature in our columns, with credit and comment without charge. Do not co fine yourself to pictorial work. We are fully as anxious to explcit discriptive posters, as we are the illustrated article We also direct attention to our Poster Printer's D'rectory in the advertising columns. We desire every poster printer and every job room in the United States and Cinala to be represented therein There is no charge when the name and address is set in nonpareil. When displayed in boid face type, a merely nominal charge of twenty-five cents a line is made.

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An English Hoarding covered with American Paper. Reproduced from a photograph sent us by MR. ARTHUR DEFRECE, General Contracting Agent of The World's Greatest Shows, of England.

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